

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

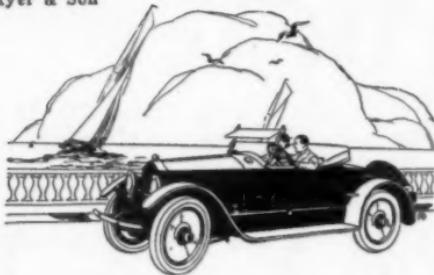
185 Madison Avenue, New York City

VOL. CXVI, No. 5

NEW YORK, AUGUST 4, 1921

10C A COPY

B. A. I. S. 1915 with
N. W. Ayer & Son



GEARING WORDS *to the* PRODUCT

ATLANTIC GASOLINE and Atlantic Motor Oil copy are written from the driver's seat. That requires an intense understanding of what the motorist appreciates in service, quality and performance. It also means a nice distinction in the use of words.

In reading Atlantic copy you hear the motor's silent purr as it idles, you feel the car begin to glide in first, you feel the concentrated force as the gear slips into second and you mentally jam your hat down as she slides into high and springs into a powerful greyhound rush.

When one knows the facts one needn't tug at imagination for effect. Today Atlantic dominates its territory. We will be glad if you will ask us how we would cooperate with you in advertising that pays the advertiser.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



Aug. 4, 1921

When Then Now

your advertising gets to be part of the landscape, when it is taken as a matter of course, when it becomes passive—

you need an Interrupting Idea—a thought and way of presenting the thought that interrupts the reader, stops him with a mental jolt, and makes him read the message that will make him buy.

is the time to discover your Interrupting Idea. Perhaps Federal can help you find it and express it—as Federal has found and expressed the Interrupting Idea for many of the most successful advertisers in the world.

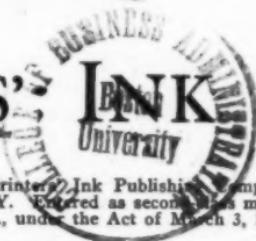
"Put it up to Men who know your Market"

F E D E R A L
Advertising Agency, Inc.
6 East 39th St. New York



PRINTERS' INK

Registered U. S. Patent Office



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VOL. CXVI

NEW YORK, AUGUST 4, 1921

No. 5

Klim Changes from Mail to Jobber Distribution

Merrell-Soule Company Introduces New Powdered Milk Product by Mail, Changes to Exclusive Retailers, and Now Sells through Wholesalers

By Roland Cole

A STORY that makes better reading today than it would have made a year ago, is the story of Klim. Strange to say, Klim has been on the market since March, 1919, and very few advertising men have heard the inside account of how it was introduced to the public.

Here is the significant fact about it: Klim is produced by the Merrell-Soule Company, of Syracuse, N. Y., known to the business world as maker of None-Such Mince-Meat. For thirty-five years the company has been advertising and selling mince-meat. The methods of distribution have been carefully and substantially built through wholesaler and retailer to the consumer. National advertising year after year, a standard quality in the product, promise backed by performance, won for the product as well as for the house a large amount of goodwill.

Klim, a new product of the company, was announced by national advertising in March, 1919. Orders were solicited by mail. Klim could not be purchased in dealers' stores. It was not to be marketed that way. There was only one way to get it—write out an order, enclose the price, affix postage, mail a letter and wait two or three days or a week for the goods.

The company had a thirty-five

year reputation with its jobbers and retailers. How simple and easy it would have been to turn the new product into the established channels of distribution. Why did the company take the hard, roundabout way, when the easy, direct road lay straight in front of it?

Because, you say, the company anticipated or encountered jobber and dealer resistance; therefore it went straight to the consumer to create a demand that would later work back through retailer and jobber and turn their original resistance into acceptance.

Well, that was not the reason at all.

Klim is today sold through wholesalers and retailers, and is backed by national advertising. The story of how the change in the method of distribution came about is not a change-of-dealer-attitude story but the working out of manufacturer-policy.

"Klim" is the word "milk" spelled backward. In 1905, Lewis C. Merrell invented his spray process of powdering milk. By this process, fresh liquid milk is driven through a pin-point valve in a fine spray into a compartment through which a current of fresh warm air is made to pass rapidly. When a particle of milk leaves the spray, evaporation of the water takes place, leaving a tiny snowflake that represents the

Table of Contents on page 162

food value of the milk, with nothing lost or changed and nothing added. When water is restored, it becomes milk again.

In 1906, the company started to sell the new product in bulk to manufacturers of ice cream, candy and the country's leading bakers. The business grew enormously during the next few years. Early in 1919 the company decided to sell to the consumer in package form. The letters in the word "milk" were reversed and "Klim" became the trade name for the packaged product. Two kinds of Klim were put on the market, Klim Powdered Whole Milk (Full Cream) and Klim Powdered Skimmed Milk.

Perhaps the reader has a product of his own that he is manufacturing in bulk and selling to other manufacturers and he wants to package it and sell it to the public under his own trade-mark. If that is the case, he will be interested to know why the Merrell-Soule Company decided two years ago to take Klim direct to the consumer by mail.

Or, perhaps the reader has a well-established trade-marked line already, and desires to add a new product. How can that be done most economically? The obvious way would seem to be to let the tide carry it through the customary distribution channels. Why did not Merrell-Soule do that?

Selling a product in bulk to a manufacturer or a jobber is a comparatively simple matter. At the beginning one user may take the entire output. The sale is a contract. The goods are shipped in accordance with the terms. If the quality and deliveries are satisfactory, relations are continued, perhaps year after year. Shipments are made as required; the goods are received and used; advertising and sales expense are negligible factors. Everything is lovely until the buyer decides to make the goods himself or a competitor comes along with a cheaper or a better article.

But the small package travels no such quick and easy route. Even after the consumer gets it

he does not always use it at once. The day he buys it, he may go off on a trip or be taken sick, or Aunt Letty may come for a visit and bring a six-months' supply of a substitute she wants him to try. Such things happen even where the product is sold by the manufacturer direct to the consumer. When it goes from manufacturer to wholesaler, from wholesaler to retailer, from retailer to consumer, a period of weeks or months may elapse from the time it is packed by the maker until it is brought home—not eaten or put to use—by the consumer.

When a manufacturer puts out a new food product and is not dead certain about its imperishability, he has an obligation to the consumer that it is best to recognize before the event. Merrell-Soule made and sold powdered milk in bulk for a dozen years before it put it up in small packages and offered it to the household consumer. It was a semi-perishable article and the company knew it. By test and experiment it had established the product's term of imperishability. It was known that after it had been packaged six months, gradual deterioration would begin.

THE EXPERIMENTAL STAGE

The company decided, therefore, that if Klim was marketed through the jobber and retailer, a lot of it would get into hiding places where it might linger for a long time. At the end of the first year there might be dissatisfaction in sundry places, which would not be good for a new food product.

Offering it direct to the consumer by mail would not insure its being used within a time limit, but it would place all the responsibility definitely in one place. It would enable the manufacturer to keep track of every package sold, and that was the one big thing he wanted to do—for the first year, at least. After it had been introduced, in other words, after folks got into the habit of using it, after it had made good, there would be plenty of time to think about the other kind of distribution.

"SCOOPS"

Pick up any copy of the Christian Herald. . .

Skip over the feature articles, the World News and the illustrations.

What are those two plain looking pages?

One is a sermon—probably the very best religious thought presented to the American people that week—

—the other a page of wonderful daily meditations—seven of them.

No other pages are more inspiring or more appreciated—

Not sensational thrills, but thrills of satisfaction—scoops for the Christian Herald.



The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE. NEW YORK

Aug. 4, 1921

Better would it be today for many a product, had its bringing-out been the subject of as careful thought as was the case with Klim.

This product was announced to the consuming public in March, 1919, by a series of advertisements in national mediums. Almost overnight the Merrell-Soule Company found itself in the mail-order business. It made every preparation to handle the business after approved methods and engaged a man of experience in the mail-order field to take charge of it. In four months the campaign had been so successful and Klim had proved such a good seller that the company decided to adopt the Larkin plan of local representation. For the next ten months Klim was sold on the club plan through exclusive distributors.

EXPERIENCE WITH EXCLUSIVE AGENCIES

One year and two months after Klim was placed on the market, in other words, in May, 1920, the growing demand for the product and its assured future made it advisable for the company to devise a more satisfactory method of distribution, one which would expose it to a wider sale in each community.

The sales force of the company, whose efforts up to this time had been confined to the selling of None-Such Mince-Meat to the trade, was called in for a convention at Syracuse headquarters. A new plan for marketing Klim was considered and adopted, called the Klim Exclusive Agency Plan. The highest class retail store in each community would be selected and signed up with a contract under which the store agrees to handle Klim in accordance with the company's wishes. In return the company agreed to protect the store in its territory and to give it certain co-operation.

The plan was called a "Quick Turnover Service for Selected Klim Agents." The big sales idea behind it was to get each store to feature Klim as a leader, or as the company put it to the mer-

chant: "Klim Powdered Milk, which is pure, fresh milk in powdered form, put up in cans for the retail trade, will make the grocer the milkman of the future." Said the company to the merchant:

"If you make Klim Powdered Milk a leader; if you gear your service up to filling the demand, you can in a short time win recognition as the leading milk distributor of your territory."

"Your profits then are based on your ability and ours to maintain a turnover that will take full advantage of the public's present habit of buying milk. Two weeks should be the outside limit for turning over an entire stock of Klim. This is not an arbitrary time limit, but has been proved to be long enough in several tests."

With the inauguration of the new sales plan, the Klim campaign took on new impetus. Every dealer who accepted the proposition was given a number, as for example, "Klim Agency No. 464." These words were made up in the form of a sign in gold leaf letters for pasting on the dealer's show windows.

The company brought out a large portfolio, twenty-four pages and cover, size 10 $\frac{3}{4}$ by 13 $\frac{3}{4}$ inches, printed in two colors, in which it presented in detail its sales and advertising campaign. This was entitled, "Quick Turnover Service—The Wonderful Story of Powdered Milk."

The portfolio began with a consideration of "The biggest market in the world and the quickest turnover." Under this caption the liquid milk market is described and a way pointed out by means of which the retail grocer can get a portion of the liquid milk business by pushing Klim.

The next chapter describes the product in detail—what it is, how it is made, how used and who uses it, with letters of commendation from health and Government officials. This is followed by a chapter outlining the history of the Merrell-Soule Company.

The essence of the proposition to the dealer, stated in exact terms, comes in the next follow-

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Boy Books!

EVERY year a million boy babies are born under the Stars and Stripes. Each year a similar vast number of youngsters arrive at the boy-book-age! And, we all know from personal experiences what books mean to boys!

Now—it isn't hard to figure out the enormous sales-making-power of THE AMERICAN BOY when you realize that this wonderful boy magazine is *read and re-read and believed by over 500,000 boys every month!*

And, note the fact that THE AMERICAN BOY readers average from 15½ to 16 years—the big-book-age, for sure! No magazine in the world reaches so many boys as THE AMERICAN BOY! No magazine is so great a boy guiding power!

THE AMERICAN BOY is a veritable gold mine for publishers as well as for every manufacturer who has a message to get across to boys!



THE AMERICAN BOY

"The Biggest, Brightest
Best Magazine for Boys
in All the World"

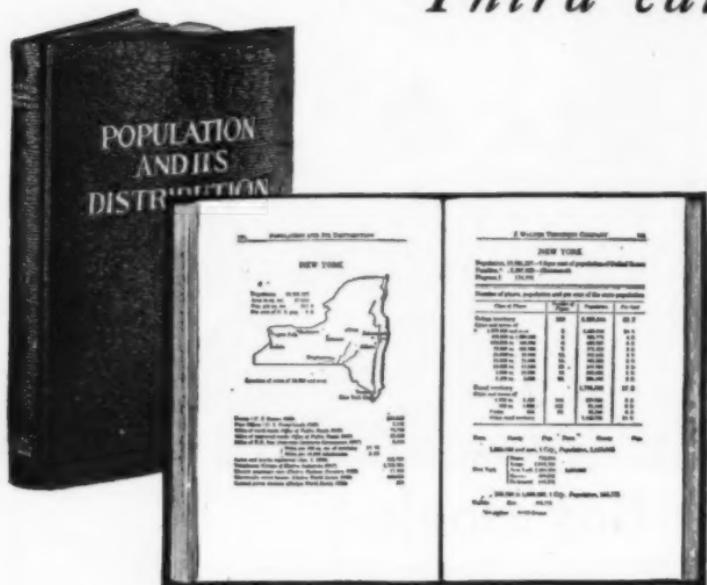
THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago

Aug. 4, 1921

"POPULATION *ans* E *Third edit*_{no}



335 Pages—1920 Census Figures

Of the 105,710,620 people in the United States, how many are your prospective customers?

Where do they live? In what cities
and towns?

There are 2,788 cities and towns of 2,500 and over. How many of these are your salesmen covering? How many can you profitably cover?

J.
NEW

ans DISTRIBUTION"

dition now ready

To give sales executives the facts they need to analyze their markets, we have just issued the third edition of our book "Population and its Distribution."

It contains 1920 census figures for all cities and towns over 500—arranged by states and by size groups.

An outline map of each state giving its principal trade centers.

Number of retailers and wholesalers in leading trades in cities of 50,000 and over, and by states.

Personal and corporation Income and Tax by States for 1918.

Many other facts needed for a knowledge of markets—all conveniently arranged in one book.

Do you know that in New York City (population 5,620,048) there are more people than in Chicago, Philadelphia and Detroit combined?

That out of 144 cities of over 50,000, seventy-nine have increased over 25%?

Hundreds of firms use this book. Among them are The Andrew Jergens Company, American Telephone and Telegraph Company, The Fleischmann Company, Sears Roebuck & Company, Arbuckle Brothers, Eastman Kodak Company. As this revised and enlarged edition is limited, it is advisable to send in your order at once.

We shall be glad to send you a copy on receipt of five dollars (\$5.00). If you wish to return the book in five days, we will refund your money. Address J. Walter Thompson Company, 244 Madison Avenue, New York.

J. WALTER THOMPSON COMPANY

NEW YORK • CHICAGO • BOSTON • CINCINNATI • CLEVELAND • LONDON

ing chapter, entitled, "Quick Turnover Service for Selected Klim Agents." The information under the section, "Klim Exclusive Agencies," is interesting:

"A special agency contract has been prepared and will be sent to dealers who are interested. This contract covers in full the entire sales plan. It explains the method of protecting agents in their territories, the prices at which Klim is to be sold, and the amount of profit the agents receive. The method of co-operation extended by the company in the way of window and store displays, etc., is explained, and the co-operation expected from the agent in making Klim a leader, taking proper care of stock, etc., is fully covered.

"When a dealer is appointed, the names and addresses of his clerks will be taken and each clerk will be sent, direct to his home, a trial package of Klim. Each person connected with the dealer's sales force will receive also a letter setting forth the arguments for use in making counter sales.

"Klim agents will receive a complete set of window display posters and other display material. These are shown later in the portfolio.

"Counter cards will be furnished also from time to time. They are of the same general character as the window displays, and like all Klim publicity, are built around a definite selling policy."

The foregoing is indicative of the precautions taken by the company to make sure that the dealer would get his whole selling organization behind Klim from the start. The company intended to carry the full responsibility but it also intended to make sure that the dealer would be an active factor in the scheme and not a passive one.

To show that the idea of selling through local stores was practicable and that the merchant could make it a wonderful leader if he wanted to, a letter from a Florida retailer was incorporated in this section of the portfolio.

"One merchant in a small town," said the letter which was addressed to the company, "can make Klim a wonderful seller, if he handles it as it should be, keeping a fresh supply on hand at all times.

"Speaking of your plan of handling Klim through merchants, it seems to me to be the most feasible way. It gives him something that he can get behind, advertise and push.

"Klim as a leader in this store is really the best we have ever had—and, my dear sir, we have sense enough to know it. It is a product that does not grow old. I mean the sale of it. It is a pleasure to sell, for it has a come-back and not a *kick-back*.

"You can wager that Florida's second name will be Klim."

THE PLAN FOR LOCAL ADVERTISING

The rest of the portfolio contains a full exhibit of the advertising campaign for the year in national mediums. Local newspaper advertising was also offered to the Klim dealer on the following terms:

"The Merrell-Soule Company has decided to set aside a certain percentage on all sales in each territory for use in local advertising in that territory. A newspaper campaign will be started in each territory just as soon as sales to agents show that sufficient distribution of Klim has taken place to provide for the demand created by the advertising. The stronger the sale of Klim grows, the stronger will be the general local newspaper advertising.

"In addition to the general newspaper advertising, which will be handled and paid for by the Merrell-Soule Company, advertisements for use by individual dealers have been prepared in order that dealers may have advertising for their local use that fits into the Klim advertising policy.

"Mats or electrotypes of these advertisements will be supplied in various sizes in neat form ready for immediate insertion in your local papers. Specimen advertise-

(Continued on page 143)

BEFORE THE WAR AND NOW

IN DES MOINES

A Comparison of Newspaper Circulation

	Paid Average Year 1913	Paid Average June, 1921	
Daily Register . . .	32,703	62,098	29,395 increase
Evening Tribune . .	20,800	52,323	31,523 increase
Register and Tribune	53,503	114,421	60,918 increase
<hr/>			
Sunday Register . . .	38,968	101,872	62,904 increase
Second Evening Paper *41,048		+49,793	8,745 increase
Last Evening Paper . .	42,003	+34,238	7,765 loss

*Average year ending September 30, 1913.

†6 months average ending March 31, 1921—June not published.

"The Trend is to The Register and Tribune"

Lowest Rates in Iowa
per 1,000 of Circulation

Architectural Papers Combined

Beginning with the issue dated August 31, 1921, the *Architectural Review* will be combined with *The American Architect* and will be published by The Architectural and Building Press Inc., New York, under the name of *The American Architect and The Architectural Review*. After the above date the present bi-weekly schedule of *The American Architect* will be maintained for the combined publications.

In order to avoid confusion, The Architectural Review, Inc., will cease to exist and a new corporation, The Pencil Points Press, Inc., will be formed with the same personnel to continue the publication of *Pencil Points*, formerly published by The Architectural Review, Inc.

Ralph Reinhold, president of The Architectural Review, Inc., will become a member of the board of directors of The Architectural and Building Press, Inc.

A. M. Lewis Leaves J. Walter Thompson Co.

A. M. Lewis has resigned as manager of the media department of the J. Walter Thompson Co., Inc., New York. Mr. Lewis has been with the Thompson organization for the last eight years.

He plans to engage in research work, and will create his own organization for that purpose.

At the J. Walter Thompson Company he is succeeded as manager of the media department by E. O. Perrin. Mr. Perrin has been with this agency for the last three years.

Woodward Will Represent "Plain Dealer" in West

John B. Woodward, publishers' representative, has been appointed Western representative of the Cleveland *Plain Dealer*. The Woodward organization has for some time been Eastern advertising representative of the *Plain Dealer*. The Woodward company has opened a Chicago office under the management of J. F. Kelly, who for some time has been assistant advertising manager of the Chicago *Daily News*.

Bluebird Account for Snodgrass & Gayness

The Davis Sewing Machine Company, of Dayton, O., maker of the Bluebird electric clothes washer, of the Davis portable electric sewing machine and of a number of different bicycles, including the Dayton bicycle, has placed its advertising account with Snodgrass & Gayness, Inc., New York.

New Account for the H. C. Goodwin Agency

H. C. Goodwin, Inc., advertising agency, of Rochester, N. Y., has been appointed to handle the account of the Will Corporation of that city.

New Orleans Master Plumbers Advertise

A co-operative advertising campaign in New Orleans has been started by sixty-two master plumbers. The advertisements concern themselves with the explanation of the meaning behind the shield of the association of the sixty-two master plumbers. "Primarily to protect the public from unfair and unscrupulous men and methods," the advertisement reads, "this association has adopted a shield or symbol of membership which will stand as a substantial safeguard between you and incompetency in plumbing." After stating that "plumbing is an exact science and that an expert, efficient plumber must have training and technical knowledge of mechanics, of sanitary engineering and of business procedure," the advertisement gives a list of the members of the association and invites membership of any master plumber who will "subscribe to the association's standards of practice and who will devote time to self-education and advancement."

Newman & Sons to Start Campaign

After marketing the P. N. Practical Front Corset for five years "without spending a nickel for advertising," I. Newman & Sons, New York, have prepared a campaign for the coming year that will start in September. Pages and half-pages are to be used in a list of women's magazines. "Perfect comfort without sacrificing stylish lines" is to be the theme of the illustrated copy.

The Newman company has been making corsets for nearly fifty years, but brought out the P. N. Practical Front model only about five years ago. Sherman & Lebar, Inc., New York advertising agency, is handling the account.

A mail sales department has been installed by the Newman company under the management of Fred H. Finkerton.

William Handley with Walter B. Snow

William Handley, representative in New England of the McGraw-Hill Co., Inc., for over three years, has become associated with Walter B. Snow and Staff, Boston, as sales executive. Mr. Handley's previous experience has been with The Aeolian Company, New York, Tubular Woven Fabric Co., Pawtucket, R. I., and six years' agency work in New York.

H. V. Loeppert Joins Bank Service

H. V. Loeppert, formerly with the William H. Rankin Company, Chicago advertising agency, and more recently with the National Broom Company, has joined the First National Extension Service of Chicago as production manager. This service has to do with advertising and merchandising for First National Banks.

South America

European firms are NOW advertising in South America as never before in a desperate attempt to regain their trade.

YOU taught Europeans the value of advertising to the consumer. They are now stealing YOUR thunder.

Will you let Europe get away with it?

You can not only keep this logical American market for America, but materially increase the steady demand for your products there by consistent advertising in LOCAL media.

Advertising in South American newspapers and magazines is inexpensive.

NOW is the psychological time to develop this outlet for your surplus products, and Advertising is your one best bet.

We will be glad to confer with you regarding these markets without any obligation on your part.

LA NACION,
Buenos Aires

EL MERCURIO,
Santiago

EL PLATA,
Montevideo

EL MERCURIO,
Valparaiso

DIARIO DEL PLATA,
Montevideo

EL MERCURIO,
Antofagasta

REVISTA DA SEMANA,
Brazil

EMPRESA ZIG-ZAG,
Chile

EL COMERCIO,
Lima

VARIEDADES,
Peru

S. S. KOPPE & COMPANY
Publishers' Representatives

503-4 TIMES BUILDING **NEW YORK**

Telephone, Bryant 2430

Aug. 4, 1921

Collier's

THE NATIONAL WEEKLY

Page 4 100

The High Cost of Not Selling



The "affinity-set" value manager describes that Bill Smith, on the road to Jefferson, needs attention. The customer is from Line 12.

IT is the nature that efficiency is the same thing as improvement that has given the man who used to call himself an efficiency engineer a bad name of very many years.

I have known one or two large organizations that put in such an obviously unnecessary system that the man in charge of it ate up all the profits. Another company down the road did not realize how much time they could save, when they would have been more efficient enough.

exercising with nothing better to do, than it had ten years. If it thought it was reporting apparent mistakes, it was doing the opposite—for, after the first signatures, all would sign perfectly.

All around us are word-of-mouth systems of marketing, no company that can be managed only by experts.

To me that "theory" appears to be true whether they have not been installed to fatten the power. Perhaps we crave elaborate treatment, just as some nervous patients are helped when treated with elaborate treatments.

Bilirubin Excretion

THREE is no conflict between efficiency and common sense. Efficiency is applied common sense. In business, as in all other fields, the more efficiently you work, the more money you will make. If you can do \$100 in 100 hours, let that be your goal. Add 10 cents or more to write a letter. That is to say, to make every letter pay its way directly, to one person only when he is sure he will gain back the value of his time, then charge him twice with drug to a point where letters and correspondence will not cost him less, for he will be out of a job.

Fake efficiency eats up the profits. Real efficiency has no relation to "the gospel of the clean desk." It has nothing to do with "pop" or with form letters, full of spring flowers, as a "help" to hard-pressed salesmen. Efficiency concerns itself with manufacturing

By E. R. Bassett

由 WPS 文書

that people should open a truly remarkable transportation system made in the shape. The designs are undoubtedly perfect; there is a network of electric railroads, a great number of cars, and a vast amount of space. The transportation system would be able to pick up and carry a thousand tons of coal as easily as a regular stage up at a crossroads. But it has never occurred to those inventors, is it? That they could not have a system of cars that would need only about one-fifth of the transportation they now use. They would be far more efficient than when they were moving a train.

particular methods or a shop, but there is real room for doubt.

and materials—that is, knowing exactly what the finished product and its every component costs—and then ~~try~~^{try} them out to study operations again, and ~~try~~^{try} to get an ever better product at no extra cost. I never saw any work being done which, if studied, could not be bettered.

The trouble is that the early stages of gas and condensate are lighter and denser, and under most conditions will stand off for extensive head loss.

and his motives. Consequently we had two other readers comment favorably on the "right to grow," or "having control" concerning what "happening is to do." In addition was it they said in their review so good or bad for us? Whatever you hear in this issue is an act of fidelity. "The acts of devotion are such that this article is to add at its present power," you know that you have heard a copy does not know anything about his

and may be a problem.
It is to the characteristics of the business to have advertisers who could be the bidders when they are making money and do things like that. It is to the characteristics of the business when they are not making money. When they are not making money, they are advertisers who could be the bidders when they are not making money.
It is to the characteristics of the business when they are not making money at a given-point which will be something for one year. If you are advertising for one year, it is to the characteristics of the business that you are advertising that some advertisers who should be bidders in it will not come to tell you why they are not bidders because they are not advertisers right now. They are not advertisers right now. Only a few advertisers are bidders right now.
The advertisers who are bidders are not advertisers right now. They are advertisers right now but not yet advertisers right now.

The Kind of Safety We

THIS afternoon our ride was to visit the village of Arzachena. We left the hotel at 1 p.m. and the walk took us about an hour. The road led through a narrow valley, the sides of which were covered with dense vegetation. In the distance we could see the sea, and above it the mountains. The path led through a series of small villages, each with its own church and cemetery. We passed through several small towns before reaching Arzachena. The town itself was built on a hillside, with houses perched on the edge of a cliff. The town was very quiet, with few people about. We stopped at a small shop to buy some fruit, and then continued on our way. The road led us through a series of small villages, each with its own church and cemetery. We passed through several small towns before reaching Arzachena. The town itself was built on a hillside, with houses perched on the edge of a cliff. The town was very quiet, with few people about. We stopped at a small shop to buy some fruit, and then continued on our way.

Do you know which part of your selling expense is productive?

When expense has to be cut, can you put your finger on the unproductive cost—or do you fumble in the dark?

Unless you know you can't tell whether you are decreasing expenses or decreasing business.

W. R. Basset, industrial engineer, has had wide experience with sales managers. He knows the difference between the "efficiency first" variety and the kind with fewer form letters and more knowledge.

The difference is in the profits. Read "The High Cost of Not Selling," by W. R. Basset, in Collier's for August 6.

Collier's
THE NATIONAL WEEKLY

JUNE 1922 LINEAGE - NEWS & AMERICAN — ?

JUNE 1921 LINEAGE - NEWS
& AMERICAN - 1907.925

JUNE 1920 LINEAGE
NEWS & AMERICAN
1,889,325.



Going Up!

IMMEDIATELY following Mr. Munsey's purchase of the Baltimore AMERICAN, December 1st, a great deal of advertising formerly carried by the AMERICAN was eliminated.

These eliminations amounted to a tremendous amount of advertising lineage and the AMERICAN'S totals for a short time suffered. But in spite of these eliminations, in spite of increased local advertising rates, made necessary by increased production costs, and in spite of unfavorable business conditions which have effected national advertising in all media, the current lineage of the NEWS and the AMERICAN for June was considerably ahead of the same month last year.

In the national field, of course, the consolidation of the NEWS and the Star, and the grouping of the NEWS and the AMERICAN under one rate offers practically the same circulation for the two papers as formerly presented through the three at a rate of 30c daily as compared with the former joint rate of 48c — one of the few situations of its kind in the United States.

The NEWS and AMERICAN are growing. The AMERICAN, daily and Sunday, has been gaining at the rate of from 1,000 to 1,500 a month. Gross figures on the front page each day, Sunday included, are now round 190,000 combined for the two papers.

THE BALTIMORE NEWS

Evening. Daily And Sunday.

The Baltimore American

Morning. Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Opening the Sales Door of America

If You Manufacture or Market Any Kind of a Product, or Render Any Kind of a Service That You Believe Cannot Be Advertised,
This Article Will Set You to Thinking

By Robert R. Updegraff

JUST about every so often the public seems suddenly to reach a point where it is ready to be advertised to about some particular kind of a product or service that has hitherto not been considered generally as advertisable, for one reason or another.

Of course, what has happened, as a rule, is that a few sturdy pioneers have gone ahead, blazing a trail and cutting down the underbrush of public ignorance or prejudice or indifference by means of advertising. And suddenly it appears as perfectly natural that such a business should advertise.

It was so with bank advertising, for instance. For years only the most venturesome banks advertised. It was decidedly undignified and unethical. Even the public seemed to feel so at first. A bank that advertised was just a bit too *popular*. Then, section by section, city by city, bank by bank, bankers began to turn to this modern business force. Today we are quite accustomed to bank advertising. The Corn Exchange Bank of New York, to mention but one example, is taking space in newspapers, theatre programmes and other mediums to publish its monthly statement in such simple terms that even a small boy can readily comprehend. And even now a certain New York advertising agency is preparing copy for a very interesting advertising campaign soon to be launched by one of the very oldest and most conservative New York banks.

It was so also with fresh fruits until the Pacific Coast fruit growers pioneered the way. Now citrus fruits, melons, apples, walnuts, almonds, raisins—a whole new class of products—are advertised as a matter of course—and bought by brand name by the public as a matter of course as a result.

It was so with ball bearings and bond paper and gasoline and a score of other products. When the pioneers had shown the way and the public had come up to the idea, so to speak, the manufacturers or producers in those lines soon discovered that they had market possibilities of which they had never dreamed. *For advertising had opened the sales door of America to them!*

So gradual is the development of these movements, and so steadily are new ones developing, that we are hardly conscious of them. It is only by stepping aside and studying thoughtfully the flood of advertisements flowing through the newspapers and periodicals of today that one gets a perspective and sees what is really happening.

ADVERTISING "WHAT PEOPLE OUGHT TO KNOW"

Let us take a concrete example. Right now a new one of these developments seems to be crystallizing. We seem to be making an important new discovery about the public that is of vital importance to the manufacturers or producers of many articles or products that have heretofore seemed unadvertisable, and hence limited as to sales. Expressed in a single sentence the new discovery is this: *The American public has graduated from prudishness.*

As a people we seem rather suddenly to have outgrown our self-consciousness about our persons and our habits and some of the more intimate phases of our lives. We have sensibilities, and we still will not tolerate having them offended. But we are no longer afraid to look life full in the face, even in the advertising columns of the publications we read.

This is no sudden development. It has taken many years for us to come up through the various stages of prudery and self-consciousness, and the pioneers have been obliged to move forward cautiously, lest they offend the public's modesty.

For example, when George B.

To prevent all odor of Perspiration

*When you want to get rid of all odor of perspiration—
"Mum" is the word!*

*When you want to enjoy the comfortable atmosphere of being free from this trouble—
"Mum" is the word!*

*When you want to be free from all other body odors—such as ever come—without interfering with the natural functions of the body—
"Mum" is the word!*

*After the bath when you want no perfume, for the entire day and evening, to keep the natural odors of the body which the bath strips—
"Mum" is the word!*

*When you're going to a social gathering, at the dance, or an evening in other crowded and other places, when you want to make sure that perspiration and its inevitable odor will not spoil your sense of cleanliness and dainty charm—
"Mum" is the word!*

*When you have taken a long walk in the sunlight—your gears, your lingerie, your hair, your hands, your skin, the other important little details—will remain clean and delicate, without any noticeable distinction, have done so well—
"Mum" is the word!*

*When you want the assurance of knowing that, even in the hottest weather, you will not be embarrassed by the odor of perspiration and other body odors—such as nervous, low-spirited action may be—
"Mum" is the word!*

*When you want the assurance of knowing that, even in the hottest weather, you will not be embarrassed by the odor of perspiration and other body odors—such as nervous, low-spirited action may be—
"Mum" is the word!*

"Mum" is the word!

products, we find that a firm in Trenton, N. J., perfected a toilet bowl that overcame the flushing noise, objectionable in any home, and particularly so in a small apartment. With the courage of its convictions this firm put its product on the market under a trade name, "Siwelco," and advertised it in a straightforward, dignified way as something for the homes of particular people. The public wanted that product and was glad to know about it. Other manufacturers of toilet bowls have no hesitancy now about advertising and illustrating their products. Why should they have?

And why should anyone blush over the idea or the advertisement of a preparation for keeping toilet bowls sanitary? Yet it remained for the Hygiene Products Co. to bring out and advertise "Sani-Flush" and show right on the can and in its advertisements a woman sprinkling "Sani-Flush" into a toilet bowl.

After all, why should not bathroom cleanliness and personal cleanliness be advertisable, if treated with decency and dignity?

And if external cleanliness is advertisable, why not internal cleanliness? Concretely, if constipation is at the root of many human ailments, and one has a product which physicians recommend for overcoming that trouble, why cannot it be advertised quite frankly, not in the old patent-medicine style, but attractively, agreeably, subtly? Nujol has been so advertised, and its success is a convincing demonstration of the power of *dignity* and *reserve* in the advertising of a specific for what might be considered an *unmentionable* condition of the human system.

One might go on almost indefinitely pointing out various products of a personal or intimate or unmentionable nature that have been rendered advertisable by the application of good taste and judgment and art.

Perhaps it is the happy selection of a name and a symbol, and the featuring of the merchandise al-

ways in a sealed carton, as in the case of Kotex; or in the grace and naturalness of the illustrations, as in the De Miracle depilatory advertisements; or in dignity of tone, as in the Kensico Cemetery (America's Burial Park) advertising; or in refinement of touch and delicacy of treatment, as in the Odorono advertisements.

Whatever the product or the problem, surely if the makers of the products mentioned in this article have been able to advertise successfully without offending the sensibilities of the American public, there must be a way for dozens of other firms making hitherto unmentionable products or utilities for home or health or happiness to take advantage of the tremendous force of advertising and thereby open up a big new field for sales.

The manufacturer of any difficult-to-advertise product, which perhaps must be spoken of in a whisper, will, if his product is something honest and useful, do well to note the long step the public has taken since "Mum" nosed its way timidly into the market, and since the Springfield Metallic Casket Company bowed self-consciously to the public through the advertising pages of the magazines a few years ago.

NOT A SECRET ANY LONGER

The moving-picture theatre, the illustrated sections of the Sunday papers, the women's magazines, the war—these and many other influences have carried the American public out of its old prudishness and self-consciousness. "Mum" is no longer mum, and women no longer buy rouge "for a friend"!

The successful advertising of such products is largely a matter of method. The way to proceed is to proceed, matter-of-factly, unhesitatingly, and without stammering or apology. Too much cleverness will defeat its own end, and crudeness must be avoided at any cost. The American public is open-minded and willing to be talked to frankly about almost any product imaginable in the columns

of its periodicals and newspapers; but it insists on a clean, wholesome atmosphere. Nor is there any honest product or service that cannot be advertised if surrounded by such an atmosphere.

Undoubtedly, this graduation of the public from prudishness is only one of the developments that has taken place in recent years, or is taking place now. Unquestionably the American public is getting ready to be advertised to about many other classes of products, or interests of life, the advertising of which has hitherto been given little attention.

One illustration is religion. A few churches have more or less timidly set forth their services in the advertising columns of the public press, and in some cases the public has regarded them as a bit too *popular*, as it did the early advertisers among the banks. But before many years the churches are bound to advertise regularly and interestingly—and to their profit, if not, indeed, to their salvation! The men who have charge of the advertising destinies of the daily newspapers ought right now to be giving very careful thought to how they can help the churches of their communities to get the most out of their advertising space. For unless all signs fail, the public is rapidly getting ready to be advertised to about religion.

The point is that products and ideas and interests that for many years have seemed unadvertisable, for one reason or another, do not necessarily stay unadvertisable. The public moves forward constantly, in its tastes and ideas and intelligence. It outgrows old habits, old prejudices, old methods of doing and thinking.

What last year was seemingly unadvertisable, because it was too personal, because it was too intangible, because it was too staple, because it was too much of a luxury, because it was too technical, because it was too perishable, because it was too commonplace, because it was too this, or the other things is advertisable this year.

It is all a matter of how it is

done. The bankers, the bond house, the hotelkeepers have found a way. The makers of ball bearings and bond papers and sheet iron have found a way. The growers of fruits and nuts and ducklings have found a way. The manufacturers of Mum and Odonoro and Kotex have found a way.

And it is not putting it too strongly to say that the producers of almost any other product imaginable, or the purveyors of almost any other kind of service, can find a way, if they but have the will, to open the sales door of America for that which they produce or market.

William W. C. Griffin with New York "American"

William W. C. Griffin, who for the last three years has been representing the advertising department of *Cosmopolitan Magazine* in both Chicago and New York, has joined the staff of the national advertising department of the *New York American*, of which W. T. Hamilton, Jr., recently became manager. Before becoming associated with the Hearst organization, Mr. Griffin was engaged in outdoor advertising in San Francisco and was for more than three years connected with the *Seattle Post-Intelligencer*.

Margarine Makers Appoint Howard Beatty

Howard Beatty, of the Glidden Manufacturing Co., of Chicago, has been elected secretary of the Institute of Independent Margarine Manufacturers. At its recent convention at Atlantic City, as reported in *PRINTERS' INK* of July 7, this institute decided to conduct a campaign to educate the public as to the nature of butter substitutes and appointed a committee to formulate plans.

Horace Cleveland with Grandin-Dorrance-Sullivan

Horace Cleveland, for the last three years advertising manager of Cheney Brothers, silks, and previously associated with Frank Seaman, Inc., and a director of the Cheltenham Advertising Agency, has become a staff associate of Grandin-Dorrance-Sullivan, Inc., advertising agency, New York and Chicago.

"Scientific American" Appoints James M. McGhee

James M. McGhee, formerly Western manager of *Motor Life*, has been appointed Middle Western manager of *Scientific American*, New York. Mr. McGhee will have his headquarters at Cleveland.



Philadelphia

is the third largest market in America
for
Food Products

Three million "appetites" are embraced in the Philadelphia field, and their owners are naturally always interested in "something good to eat."

Because distribution is so well established, Philadelphia is considered the most desirable Atlantic seaboard city in which to start the exploitation of new brands of foods, fruits, and beverages.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In
Philadelphia
nearly everybody
reads the
Bulletin"

The Bulletin

Net paid daily average circulation for June: 491,240 copies a day.

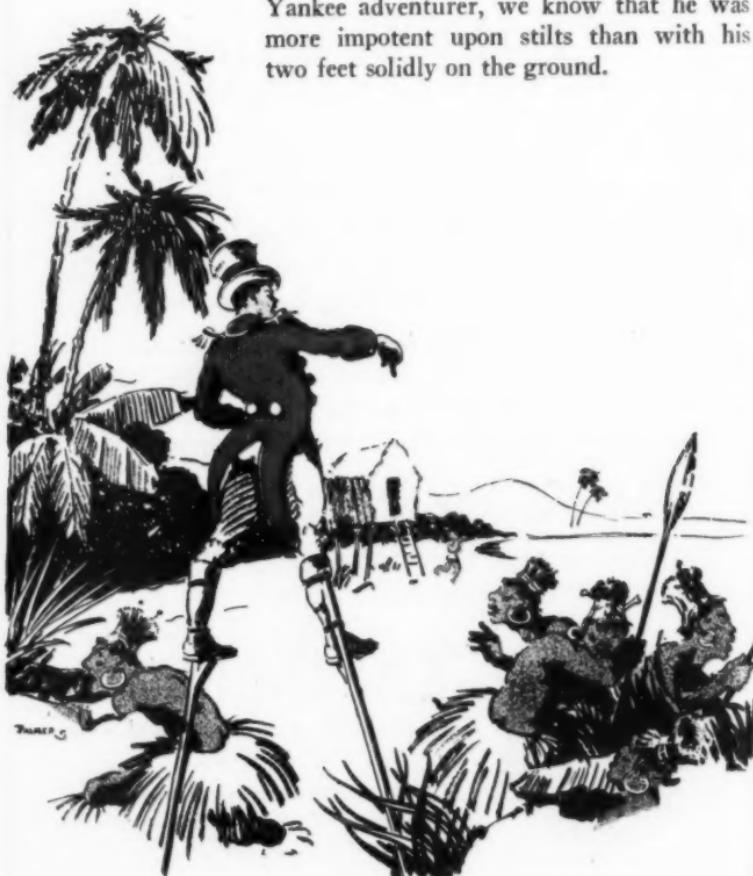
No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

(Copyright 1921—W. L. McLean)

Walking on Stilts

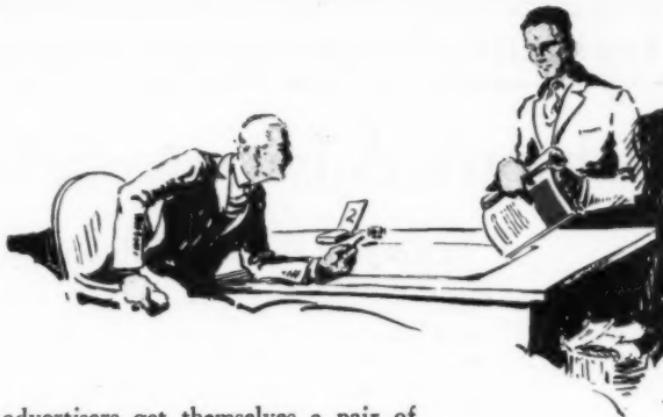
IN a delightfully fantastic tale of the South Sea Isles, it is recorded that a Yankee set himself up as king over the cannibals by walking through their midst on stilts. His white skin, gorgeous clothes and astounding height made him, to their superstitious minds, a superhuman power. While we may admire the daring impudence of the Yankee adventurer, we know that he was more impotent upon stilts than with his two feet solidly on the ground.



THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

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Some advertisers get themselves a pair of stilts, put on a striking suit of color and white space and think they are impressing their prospective customers. To make a business man pay out his good money you've got to approach him in fitting fashion, with both feet on the ground, talk to him when he's in the mood for listening, in terms of his own business.

The Business Papers in their respective fields are the trusted counsellors of their readers. The advertising in Business Papers commands their attention because it is a *market place in print* for their business. It meshes with and supplements editorial content; it's part of the service for which the reader pays. From cover to cover the Business Paper deals with the most important thing in a man's life—his business.

Business Papers advertisers are down on solid earth, are telling the real buyers what they have to sell. Not spectacular, perhaps, but mightily efficient, and that counts in times such as these, when advertisers are seeking honest-to-goodness orders.

This incomparable selling force will work for you whenever you will it.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.

NC.
ing

Headquarters, 220 West 42d Street - New York
54 different fields of industry

Try it out in Representative Milwaukee

Babson's Advice to Sellers

In his July Bulletin, Babson says:

"Compared with the cotton and grain farmer, the dairyman is in an enviable position. Crops are made but once a year. His (the dairyman's) production is continuous. No long-time credits are necessary to tide him over until his goods are sold.

"Consequently clients will find those classes of people deriving their living from dairying in a relatively favorable position and in a far better buying mood than the people depending primarily upon cotton or grain."

For years, Wisconsin has been the leading dairying state of the Union.

The consistent year-round income from dairy products has helped to maintain the prosperity of the great Milwaukee-Wisconsin Market while other territories have been unable to equal this enviable financial position.

The time is ripe to increase the sale of your product in the Milwaukee-Wisconsin Market. This best can be accomplished by concentrated advertising in the dominant medium of this moneyed field—The Journal

The Milwaukee Journal

FIRST—by merit

"As Milwaukee Buys—The Nation Buys"

Local Advertising and Dealers' Conferences Supplement Willard Campaign

Big Newspaper Appropriation Added to Publicity Outlay Enables Battery Manufacturer to Utilize Good-Will Resultfully

By C. M. Harrison.

THE Willard Storage Battery Company, of Cleveland, is making an effort this year to cash in on the good-will advertising it has been doing for several years past. The net results will be awaited with much interest by advertising men, because of the precedent that will be established.

Each succeeding year Willard has increased its advertising appropriation in a healthy, although conventional way. Each increase was of normal proportions, as might naturally be expected in a continually growing business.

The 1921 appropriation started out that way, with a proposed expenditure just about as much ahead of 1920 as 1920 was ahead of 1919. The company does not believe in being swept off its feet by prosperity or the opposite so far as advertising is concerned. Its doctrine along this line consists of a sturdy faith in advertising as a consistent, steadily growing force that is not to be interfered with by conditions. But after the year's schedule had been laid out—involving the use of space in magazines, farm papers and the utilization of a well thought-out plan of dealer co-operation—it occurred to the company that the addition of a definite selling note to the advertising appeal would put on extra selling pressure.

The result was that an emergency conference was called, at which it was decided to add to the other advertising a big newspaper campaign covering the United States and Canada. Hence Willard will spend for advertising during 1921 about 35 per cent more than would be represented by its normal increase over last

year's appropriation. Added to this direct expenditure on the part of the company the Willard service stations will put on individual newspaper campaigns with the co-operation of the company, making the effort widespread.

Advertising a thing like a storage battery isn't the easiest task in the world. A special price inducement might be offered and yet a man would not buy until he needed a battery. If he saw an exceptional shirt value advertised he might buy half a dozen, knowing he could use them some time if he did not need them just then. But he does not buy batteries that way. Some fine morning he can't get a spark, and finds his battery has gone bad. Then he buys. Many a man almost forgets he has a battery in his car. The thing is hidden away somewhere, and just as long as it keeps supplying the necessary amount of "juice," why worry about it?

Recognition of this buying habit is one of the reasons why the company's advertising has been so largely institutional in nature. Its effort has been to build up a highly valuable species of advertising good-will for its battery so that when a man needed a battery he naturally would think of Willard.

WILLARD HAS HAD ADVERTISING EXPERIENCE

R. C. Norberg, general manager of the company, is an intense believer in advertising. Whenever any need or emergency arises in the business, Mr. Norberg is likely to make some such remark as: "Perhaps our old friend advertising can help us out." He talks

Aug. 4, 1921

in an entertaining way about various advertising experiences that have come under his observation—of how concerns have solved financial and labor problems, as well as sold goods, through the right kind of publicity. He regards advertising for what it really is—not as something mysterious that may or may not bring the desired results, but as a definite, clean-cut business force that will yield in direct proportion to the intelligence and the extent of its application.

It was perfectly natural, then, that the company should turn to more advertising as a means of transforming into a real selling force the reputation that its other advertising had given it.

"What we are hitting at now," a member of the Willard advertising department said to PRINTERS' INK, "is to educate people into knowing more about batteries as such and to cause them to realize the advantages of having the best. We want to make a man think about batteries before his fails him. There actually is a real talking point here that can be utilized by us in a highly valuable way, now that advertising and value have built such a good reputation for Willard. We believe it is now possible for us to do what might amount to forcing the sale of Willard goods. The battery being the life of the car it ought not to be a difficult matter to make the motorist give some constructive attention to it. Then the cumulative value of past advertising will begin to take effect.

"The programme has gone along far enough to show us that we are doing the right thing. Sales have been stimulated and volume has been increased above normal. In short, through cashing in on our previously established goodwill as we now are doing, we are proving once again what advertising can do if you give it a fair opportunity."

The magazine and farm-paper advertising, while preserving the institutional note, now is co-operating with the strictly sales copy of the newspaper advertising by striking out for sales.

The newspaper part of the effort was built around twenty-six service station conventions held during June and July in Detroit, Indianapolis, Chicago, Minneapolis, Winnipeg, Omaha, Kansas City, Cleveland, Buffalo, Toronto, Montreal, Boston, New York, Baltimore, Atlanta, New Orleans, Dallas, El Paso, Denver, Salt Lake City, Butte, Spokane, Seattle, Portland, San Francisco and Los Angeles. A series of enthusiasm-producing direct-mail advertisements were sent to all Willard service station proprietors and managers, urging them to attend the one-day convention at the city nearest them.

The company was represented at the conventions by S. W. Rolph, assistant general manager; H. S. Gardner, sales manager, and S. E. Baldwin, advertising manager. The three officials gave directions for intensive advertising and selling efforts and assured the service station men of the company's earnest co-operation in the solution of their problems. The whole trend of the convention was to show how the company's reputation could be used now to stimulate selling.

NEWSPAPER ADVERTISING FOLLOWS THE CONVENTION

After each convention the newspaper advertising in that district would start. In various metropolitan centres where the meetings were held the advertising was placed by the company direct. Page copy was run emphasizing the new note in the advertising. Part of the space was used in inviting car owners to "Join the Trat Club." In a rather breezy presentation it is explained that the letters in the word "Trat" mean threaded rubber anti trouble. It then is explained "there is no secret about the fact that the Willard threaded rubber battery saves you the worry and expense of re-insulation and gives you more miles of uninterrupted service per battery dollar." The remainder of the page shows a list of 185 cars and trucks that use these batteries, and gives a list of the service stations and dealers in

that district where the batteries can be procured.

The general newspaper effort is followed up by local ones over the names of the various service stations. The way this local advertising is handled will prove interesting to advertising and service managers in every line of business who carry on any sort of co-operation with retailers. It is so often the case that a large proportion of the good advertising matter prepared at headquarters for retailers is wasted because it is not merchandised to the dealers in a way that will insure their using it properly.

One reason is that it is so easy to get, that many dealers' who have but an indifferent knowledge of advertising do not accept it at its real value. Another is that the matter of its appearance in newspapers is left pretty much to the dealer's good intentions.

Willard disposes of both objections by providing that the dealer make a contract with his

local newspaper for such advertising as he may expect to do during the year. He must send the contract in to the advertising department. When this is done he gets without charge the necessary mats or electrotypes with which to do the advertising.

For the second half of 1921, beginning with July 3, a series of weekly advertisements, one column twelve-inch and one column six-inch was prepared. A complete set of proofs goes to each Willard dealer, showing him exactly the kind of advertising he can get during the six months.

"If you have not sent in your 1921 newspaper contract," a letter accompanying the proofs said, "and want either mats or electrotypes, notify your district office at once. If you did send in your contract no additional order is necessary, and we will continue to send you the new mats or electrotypes each month as they are issued."

At the bottom of each proof is

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Aug. 4, 1921

plainly printed the date of that advertisement's insertion in the local newspaper, thus making it sure that there will be no mistake.

The advertisements just described are devoted mostly to calling attention to the service stations and emphasizing the various rules for the care of batteries. But in each there is some well-directed and adroit selling talk. For example, one advertisement presents three "A B C rules about batteries." The first is to put water in regularly and keep up the charge. The second is to visit the station every two weeks for battery service. The third is "When your present battery wears out buy a Willard threaded rubber battery—the only battery with threaded rubber insulation between the plates."

Then the Willard dealer may get newspaper advertisements in full page, half page or almost any other size, hooking up directly with the national advertising. The necessary mats or electros are supplied him when he shows evidence that he is going to use them promptly according to a regular schedule.

Every bit of general magazine advertising that the company does is merchandised to its dealers promptly. Proofs of a recent two-page spread in a national magazine were sent to the dealers. The proofs were folded in convenient form for mailing, and on the back of one fold was printed a letter urging the dealer to put the proof up in his place of business where the public could see it.

"You surely must be feeling in your business the effects of the drive on threaded rubber insulation through our advertising during the last few months," the letter says. "Are you backing up these advertisements to the best of your ability? With the advertising assistance we have given you on threaded rubber insulation, sales must be easier for you than ever before. Are you cashing in on them?"

Willard has learned a great many interesting things about dealer service. Up to January,

1920, it made no charge for such service as booklets, circulars, window trim material and so on. But on that date it began to charge for all service. The idea was not so much to lessen the expense, but rather to cause the dealers to appreciate the helps that were at their disposal. The helps are used much more generally now that the charge is made. The charge is merely nominal in each case, such as \$24 a year for a high-grade weekly window trim service, but the moral effect is gained as completely as if the charges were high.

EACH ADVERTISING MESSAGE CARRIED TO COMPANY EMPLOYEES

A PRINTERS' INK representative visiting the Willard factory at Cleveland commented to an advertising man about the presence of advertising matter in practically every part of the plant. In any number of places could be seen proofs of a two-page spread that was going to appear in a national magazine soon.

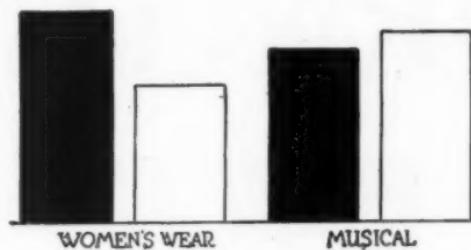
"We do this," the advertising man said, "because we believe advertising has by no means completed its work when it goes only to customers and prospects. It unquestionably can have an effect on the making as well as on the selling end. We want everybody who works at the manufacture of these batteries to understand exactly the claims we make for them. Then he will have a pride in trying to do his part in carrying out the claims."

The idea was made plain by a prominently printed paragraph appearing at the bottom of each proof, which said:

"Every car and truck builder listed in this advertisement believes that the Willard battery is the best made. If every one of us does his work the best he knows how these Willard users will never have reason to change their minds."

This carries out General Manager Norberg's idea of the many sidedness of advertising as a force having to do with manufacturing and financing, as well as merchandising.

LET THE INDIANAPOLIS RETAILERS KEY YOUR ADVERTISING



Keyed Advertising

RETAILERS key advertising by the ring of their cash registers. Newspaper advertising *must* produce definite tangible results for them. They buy it only on that basis.

That's why the chart above tells the story of the Indianapolis newspaper situation to the national advertisers and the agencies.

Black is News space last year. White is for the rest of the papers combined. The News has six issues a week; the rest, thirteen. The thousands of columns left out of The News in 1920 through space limitations, and a strict censorship policy should also be considered.

Experience shows that The News should be used to the point of maximum efficiency before other mediums in Indianapolis are taken on.

*Sand for Indianapolis Radius Book for Detailed
Information on Market and Media*

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

The Grand Rapids FURNITURE



PERIODICAL *Grand Rapids*

District Managers:

VICTOR B. BAER CO.,
47 West 42nd St.,
New York City

EDWARD R. FORD,
53 W. Jackson Blvd.,
Chicago, Ill.

SAM LEAVICK,
510 Union Trust Bldg.,
Cincinnati, Ohio

The Grand Rapids Furniture Record, for retail furniture merchants, the Furniture Manufacturer and Artisan, for furniture manufacturers, and the American Funeral Director for funeral directors and morticians, all lend in their fields with proven paid circulations.

E RECORD

Five manufacturers of electric vacuum cleaners—Torrrington, Hoover, United Electric, Air-way and Royal—are advertising their products to retail home furnishings merchants in a single trade publication—THE GRAND RAPIDS FURNITURE RECORD.

Furniture merchants, these manufacturers have found, comprise one of the best distributing outlets for home furnishings and appliances.

These producers consider the FURNITURE RECORD the business paper which best reaches practically all the worthwhile furniture merchants in the United States.

The FURNITURE RECORD always carries more advertising than any other business paper devoted to the retail furniture trade.

PUBLISHING CO. *Michigan*



All A.B.C.-A.B.P. Mediums

Campaigns including eastern Ohio, western New York state, as well as central Pennsylvania, can logically and easily include Erie.

When salesmen are working northeastern Ohio, say Youngstown, Canton, Akron and Cleveland, it will pay them to hop over into northern Pennsylvania and cover Erie, a market of over 100,000.

Or if they are working western New York state, Rochester, Buffalo, it is just a jump over the state line to Erie.

From Pittsburgh—only three hours to Erie.

Erie, Pa., comes logically in this trade area of the three states.

Erie is especially attractive from an advertising standpoint because it is completely served by one home newspaper—the Erie Times. Complete coverage by one paper increases final net profit. In fact, it is likely to make this market of over 100,000 actually more profitable than other larger cities, but in which advertising expense is increased through the need of several newspapers for adequate coverage.

Take your pencil and check the A. B. C. circulation figures against the population in both the city and suburbs, and you can decide for yourself what we mean by complete coverage.

Erie Daily Times

A. B. C. Member

Evenings Except Sunday

Representatives:

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

Can Sales Be Increased by Abolishing Exclusive Agencies?

In This Case the Answer Seems to Be "Yes"

LIMONEIRA COMPANY

SANTA PAULA, CAL., July 18, 1921.
Editor of PRINTERS' INK:

Will you please refer me to various articles which have been printed in your magazine from time to time on "exclusive agencies."

Our company is a large producer of lemons, and in handling the sale of this product has in times gone by given the sole of that product exclusively to jobbers in certain territories, guaranteeing to them protection.

This arrangement was entered into quite a good many years ago and as the output from the company has continued to grow, we now find ourselves in the position of having more fruit to market than our already established line of jobbers can handle.

We are now interested in knowing whether or not we can increase the sale of our lemons in the territory in which we now operate by withdrawing the exclusive agency and establishing instead free competition. Your reference to the various articles appearing in PRINTERS' INK would help us along this line.

Any comments which you feel free to make will be appreciated.

LIMONEIRA COMPANY,
C. P. FOSTER, Sec. and Treas.

PRINTERS' INK has published numerous articles on the subject of exclusive agencies. There is much to be said on both sides of the question. And no matter on which side you align yourself, it will be possible to cite important precedents to back up your stand.

The subject is almost inexhaustible. It would be easy to fill pages in discussing it, but since our readers are familiar with most of these exclusive representation arguments, both pro and con, there is no need to repeat them here. Let us, therefore, get down directly to our correspondent's question. He wants to know if he can increase the outlet for Limoneira lemons by throwing them into open competition among jobbers.

A situation of this kind should be investigated before making a radical change in policy, as there may be factors entering into it that do not appear on the sur-

face. Generally speaking, we would say, however, that withdrawing the exclusive agency from jobbers should greatly increase the sale of the lemons. The logic of the situation leads us to this conclusion. As a rule, offering goods through competitive channels stimulates their sale. This is particularly true in the case of merchandise of popular appeal and of frequent sale. It is also true of goods that are bought on the impulse of the moment. Lemons are in this class. Except possibly during such periods as the influenza epidemic or during days of intense heat, buyers won't shop around for lemons. They won't go out of their way to get them. They will order them with their groceries and if the dealer hasn't the brand they ask for, they will usually accept the kind he has.

Of course this reasoning would not affect our correspondent if a jobber sold all dealers in his territory. But no jobber could do that. The chances are that if the territory is at all competitive, Limoneira jobbers sell to only a comparatively small percentage of the stores which handle lemons. The distribution of the company is limited just to the extent that the business of its exclusive distributors is limited.

The sale of its lemons would obviously increase if more dealers handled them. The only way to increase the number of retailers is to increase the number of wholesale distributors. *Ipsa facta*, the exclusive arrangement stands in the way of larger sales for Limoneira lemons.

Of course the company may have difficulty in getting its exclusive jobbers to accept the change. Perhaps they will be reconciled to it, however, if they are shown that opening up an exclusive account usually increases the sale of the product,

even for the former exclusive distributor. The reason for this is that exclusive dealers or jobbers often grow stale. They do not push the product as they would if there were keen competition on it. The more salesmen there are selling the thing, the greater will be the demand for it. A "cinch" is rarely profitable, even for the holder of the cinch.—[Ed. PRINTERS' INK.]

ARTICLES THAT HAVE APPEARED IN PRINTERS' INK ON THE EXCLUSIVE AGENCY

When the Salesman Should Not Overpaint His Rainbows, June 9, 1921, page 3.

Exclusive Dealers in Hosiery and Gloves, April 28, 1921, page 128.

Exclusive Dealers or an Open Market, March 31, 1921, page 42.

"I'll Buy if You Give Me the Exclusive Agency," May 20, 1919, page 49.

Dangers That Beset the Exclusive Agency, April 10, 1919, page 17.

Keeping Exclusive Agents from Going Stale, February 27, 1919, page 17.

Chain Stores or Exclusive Agents? December 19, 1918, page 163.

The Exclusive Agency—When It Helps and When It Hinders, December 5, 1918, page 8.

Shall You Give the Jobber Exclusive Territory? January 31, 1918, page 61.

Advertising Makes Exclusive Agencies Less Necessary, May 10, 1917, page 135.

Reconciling Exclusive Agents to a Wider Distribution, March 1, 1917, page 57.

Conserving Old Dealers Rather Than Switching Agencies, September 28, 1916, page 42.

The Rise and Fall of Sealship, with the Primary Cause of Its Fall, January 27, 1916, page 28.

Nationalizing a Cigar by Zone Work with Exclusive Jobbers, January 20, 1916, page 6.

The Government's View of Exclusive Dealer Arguments, November 11, 1915, page 77.

How the Ansco Company Created Its Own Distributing Outlets, October 7, 1915, page 41.

How Overland "Sells" Its Advertising Policies to Its Agents, March 25, 1915, page 54.

Placing Selling Agencies That Can Swing Big Business, March 4, 1915, page 3.

Cigar Chains to Take on "Agencies," June 11, 1914, page 12.

House Report Discusses Exclusive Agencies, June 4, 1914, page 62.

An Investigator's Report on Exclusive Agencies, May 28, 1914, page 76; May 14, 1914, page 84, and April 30, 1914, page 37.

The Story of Collars, March 26, 1914, page 3.

How General Vehicle Solved Its Pioneer Problem, March 19, 1914, page 116.

What Are Exclusive Agencies Worth? March 12, 1914, page 92.

Ford Company's Plea for Fixed Resale Prices, March 12, 1914, page 48.

How Frankels Treat Dealer Problem in Difficult Field, February 26, 1914, page 3.

Certificate of Franchise to Quiet Dealer Fears, January 1, 1914, page 74.

Become Directors of Edmonton "Journal"

A new company has been incorporated to publish the *Edmonton, Alberta, Journal*. Notice has already appeared in *PRINTERS' INK* that John M. Imrie, formerly manager of the Canadian Daily Newspapers Association, has become managing director of the *Journal*. Besides Mr. Imrie, the directorate has been enlarged to include Charles H. Morrison, Arthur Yockney and A. B. Watt. The new director and George B. Cooper, advertising manager, have acquired stock in the new company. Mr. Morrison, who has been with the *Journal* for ten years, will be assistant general manager. Mr. Yockney will be secretary-treasurer, as well as business manager. Mr. Watt will continue as editor in charge of the editorial page.

International Commercial Fair in Mexico City

An International Commercial Exposition will be held at Mexico City during the centennial festivities in that city in commemoration of the one hundredth anniversary of Mexico's independence, from September 12 to October 12.

The J. Roland Kay Co. has been appointed advertising agent for this exposition by the Mexican Government. This agency will conduct advertising campaigns in New York, Chicago and Los Angeles. Newspapers will be used in those cities.

M. C. Young Returns to "Better Farming"

After a year's leave of absence to attend to outside interests, M. C. Young has returned to *Better Farming*, Chicago, as general manager and assistant to Frederick L. Chapman, publisher.

Andrew L. Carmical, for two and a half years director of advertising and catalogue production for the William Galloway Company, Waterloo, Ia., has joined *Better Farming* as manager of promotion.

Society Brand Clothes Account for Bowers Agency

The advertising account of Alfred Decker and Cohn, Chicago, makers of "Society Brand" clothes, has been placed with the Thomas M. Bowers Advertising Agency, Chicago. A newspaper campaign will be added to the magazine and trade paper campaigns now running.

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TO MANUFACTURERS of Electrical and Industrial Equipment and Supplies

The JOURNAL OF ELECTRICITY AND WESTERN INDUSTRY in conjunction with the Pacific Coast Division of the N.E.L.A. has recently completed a comprehensive survey of Western industry.

These statistics are now available to Eastern manufacturers of equipment and supplies which are used in the industries of the West.

Industrial expansion in the future is inseparably linked with the development of Western hydroelectric resources. With cheap power now available and an enlarged capacity already assured by the \$100,000,000 yearly expansion program of the power companies—the market for electrical and industrial equipment presents an unusual opportunity for Eastern manufacturers NOW.

The JOURNAL OF ELECTRICITY AND WESTERN INDUSTRY is a Western paper edited by Western men for Western men. Advertising in this Western paper, used with an eye to Western conditions, will gain the attention of these buyers.

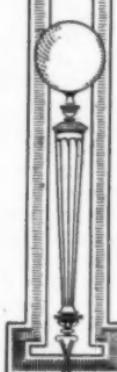
Journal of Electricity and Western Industry

PUBLISHED BY McGRAW-HILL COMPANY OF CALIFORNIA

Rialto Bldg., San Francisco, Calif.

NEW YORK
10th Ave. at 36th Street
CHICAGO
1570 Old Colony Building

ST. LOUIS
713 Star Building
PHILADELPHIA
Real Estate Trust Building



Florea Resigns from Associated Clubs

General Manager Leaves After Fourteen Years of Association with A. A. C. of W.—Executive Committee Takes Action on President Mackintosh's Educational Plans

AT a meeting of the executive committee of the Associated Advertising Clubs of the World, held at New York on July 29, the resignation of the general manager of the association, Park S. Florea, was accepted and a budget for the coming year was approved.

Mr. Florea's resignation as general manager takes effect on November 1. He will continue as secretary and treasurer of the organization, positions to which he was re-elected at the Atlanta convention, until the next convention of the association at Milwaukee. At the request of the executive committee he will also act for the association in an advisory capacity for a period of one year, beginning November 1. He has been general manager of the association for the last fourteen years. In his resignation Mr. Florea said that he proposed to engage in some business which would offer a more permanent opportunity in a business way.

The committee voted to place the responsibility of association management in the hands of the president, Charles H. Mackintosh, until a new general manager is selected.

The year's budget, which the committee approved, included appropriations of \$20,000 for a new educational division and of \$100,000 for the work of the National Vigilance Committee.

The president of the association was authorized by the committee to appoint an educational director. He was also authorized to put into effect two educational plans which he had outlined.

One of these plans calls for work for the education of retail sales people. The basis for this work will be a book by Ruth

Leigh, which will be published by the Associated Clubs. The course will be given in retail stores. The plan calls for the selection, under the direction of the local advertising club, of a suitable instructor in each store where the course is to be given.

The other chief educational activity that will be inaugurated at once is a short course in advertising, based upon a book by Alex F. Osborn. Mr. Osborn is preparing instructions for those who will have charge of the teaching of this course. The course will deal with the fundamentals of advertising, and the teaching will be directed by the educational committee of the Advertising Clubs.

INCREASED POSTAL RATES AND TRADE-MARK ABUSES

Among other questions considered at this meeting was the report that the Government was considering increasing postal rates, and the abuse of trademarks in international trade.

On the question of postal rates the committee requested Richard H. Lee, special counsel of the association and director of the National Vigilance Committee, to make an investigation of the whole question and report his findings to a special committee, which committee will recommend what action, if any, will be taken by the association.

The committee also requested Mr. Lee to ascertain from the United States Government and the Canadian Government what, if any, aid the Associated Clubs could give through their local clubs or otherwise in finding a remedy for the abuse of trademarks in international trade.

Herbert S. Houston was chosen as chairman of the board of trustees, and Clarence W. Barron, publisher of *The Wall Street Journal*, was made a member of the board.

A resolution passed at this meeting places in the hands of the vigilance trustees of the association supervising control of the collection and disbursement of funds raised for the work of the National Vigilance Committee.

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*A circulation is no larger than
its value is to you*

First in Automobile Advertising for the First Six Months of 1921

Following its record as dominant Automobile medium for the past six years in Chicago's evening newspaper field, The Chicago Evening Post again leads all Chicago evening newspapers in display Automobile advertising for the first six months of 1921.

Following are the figures giving the amount of display Automobile advertising carried by the four Chicago evening newspapers from January 1 to June 30, inclusive. These figures are furnished by the Advertising Record Company, an independent audit bureau:

POST.....	361,470	lines
News.....	328,105	"
Journal.....	134,049	"
American.....	78,503	"

Advertisers of Automobiles, Financial advertisers, Insurance companies, Art dealers and all those specializing in better grade merchandise have always, in the Chicago market, chosen first The Chicago Evening Post when making up their schedules.

The value of The Chicago Evening Post lies in the quality of its circulation; it reaches the buying power of Chicago. Elimination of waste circulation, with your sales story reaching only those who are able to buy your product, is the result of concentrating upon the able-to-buy readers of

The Chicago Evening Post *Chicago's Class Newspaper*

Eastern Representative—

Kelly-Smith Company, Marbridge Building, New York

Western Representative—

Kelly-Smith Company, Lytton Building, Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

Aug. 4, 1921

Gillette anticipated sat you



Mr. A. O. Lynch,
New York Evening Journal,
2 Columbus Circle,
New York City.

Dear Sir,

The complete bound report of the activities of the Merchandising Service Department in connection with the introduction of the NEW IMPROVED Gillette Safety Razor was received today.

I cannot refrain from this word of appreciation for the splendid results accomplished by your service men.

We anticipated satisfactory cooperation in the way of installation of window displays, but the additional service of adjustments taken care of by your men, was out of the ordinary. It facilitated the work of our own salesmen and assisted in the quick distribution of the NEW IMPROVED Gillette Sets.

Will you please extend to Mr. Hobson and his field men our thanks for their part in the distribution of the NEW IMPROVED Gillette Safety Razor.

Yours very truly,

GILLETTE SAFETY RAZOR COMPANY.
Ed Gopeler
Advertising Manager.

EDC
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Gillette Safety Razor advertising a George L. Dyer Co. account.

LARGEST DAILY CIRCULATION IN AMERICA

THE NEW YORK
(Member Audit Bu...
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satisfactory co-operation— but got more than that

THIS year 30,000 patent rights expire. The owners of them should be vitally interested in the methods adopted by the Gillette Safety Razor Company to meet the expiration of their manufacturing monopoly on the old model safety razor.

In the execution of this plan in the New York market, the Merchandising Service Department of the NEW YORK EVENING JOURNAL played an important part.

Mr. Copeland, advertising manager for Gillette, knew the ability of this department in enlisting dealer co-operation because of results obtained for his Christmas sale last year.

After outlining the part assigned in this new campaign, he wrote: *"If your efforts to assist in promoting the co-operation of merchants and tying up of the dealers with the advertising of the New Improved Safety Razor are as successful as during our Fall and Christmas campaign during 1920 we can ask for nothing better."*

Within four weeks the Merchandising Service Department carried out not only the work originally planned for it but was able to assist the manufacturers in overcoming a peculiar market condition found to exist.

A 400-page report covering every detail of the work was sent the manufacturers. Their letter commenting on results is worth reading.

Have you ever seen a letter from the Gillette Company to any paper except the NEW YORK EVENING JOURNAL?

The whole story of what was done to warrant this letter will be sent you on request.



194,283 calls made

since January, 1920, by
this Merchandising
Service Department
contacting dealers in
the interests of
EVENING JOURNAL
advertised products.

Write to any of these offices

2 COLUMBUS CIRCLE, NEW YORK

504 Hearst Building, Chicago

58 Sutter Street, San Francisco

DOUBLE ANY NEW YORK EVENING PAPER

R EVENING JOURNAL
(Circulations)

Do You Keep a Scrap Book?

YOU know the sort of book we mean; it contains samples of all your printed jobs. Sometimes it goes back to the "time whereof the memory of man runneth not to the contrary."

If you possess such a thing, what sort of reaction do you get when looking it over? A pardonable thrill of satisfaction? Does it reflect consistently careful and intelligent planning of your printed advertising, or is it a hodge-podge, a chamber of horrors?

It takes most large advertisers many years to build up a reputation. We realize that in doing their printing, it is up to the quality of our work as well as to the quality of the manufacturers' goods to sustain that reputation.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York City

Telephone Longacre 2320

Nainsook Underwear Advertising Threatens Market of Knit Goods Manufacturers

What Advertising and Failure to Advertise Have Meant to a Great National Industry

By a Knit Goods Underwear Manufacturer

PESSIMISTS, doubters of the wisdom of advertising, advertising men who need courage, would you have positive proof of the power of advertising? Then study the last three decades of men's underwear development in the United States. The least advertised of all great industries makes the strongest case for advertising.

That the industry does not see this counts for little. It has been blind as a bat for years but the facts are on record for analysis by him who wants to know.

Not any longer ago than when Grover Cleveland was being retired to private life the bulk of all underwear manufactured was made of knit fabrics fashioned into shirts and drawers.

In winter our fathers wore bulky woolens and in the summer the then ubiquitous balbriggan, with here and there a sprinkling of jean drawers. And my, what a furor there was when Scriven brought out the elastic cuff, crotch and seam, creating a new style jean garment which did away with tapes.

Those were the happy days for the knit underwear manufacturers and they sat on top of the world calm in the assurance that the last word had been said in underwear manufacture.

It was not left for me to say—a prominent industrial engineer has said within a few days, that "the textile group in America has been and is distinguished for its characteristic of being satisfied with things as they are."

A great silent dissatisfaction, however, had grown up among the consuming public. Steam heat was becoming universal and the

old-fashioned flannels were proving irksome for winter to the city man and thousands were finding the so-called summer weight garments anything but comfortable during July or August, "South of 49."

IMPROVEMENTS THAT OVERTURNED AN INDUSTRY

And then as always happens somebody sensed the trend of things and jumped to the bat, and three ideas destined to revolutionize the industry appeared.

One originator, who deserves a monument, came out with a sleeveless undershirt and a legless drawer for men made from the muslins similar to those our women folk used before they took to glove silk.

These new garments emancipated us from sleeves and drawer legs in summer and because the inspiration came from the jerseys and trunks used by athletes the new style was labeled—Athletic.

Almost over night "Athletic" garments became the rage. Young men, particularly, took to them *en masse* and with what would be considered a very modest appropriation in these days of war taxes they became national factors in the underwear business.

Another genius who had got tired of shirts that climbed up and drawers which slid down, brought forth a new garment called a union suit because it was a union of shirt and drawer and made it of a ribbed fabric which had the advantage over the then prevailing "flat" cloths in that it would stretch and give with the movement of the body.

Greater manufacturing and consumer sales problems were in-

volved in the second underwear baby than in the first and it had a hard row to hoe in its early days. Men had to be taught the new idea and also the importance of getting a proper fit.

Along in the "nineties" fit was not much stressed in underwear. As long as a shirt was not too short or a drawer too long the wearer was satisfied. There was nothing in a union suit though to give out slack or to take it up and many a man who glibly said, "O, I wear a thirty-eight," when actually he wore a forty or forty-two, is still cussing his first union suit.

To get their goods on the market these union suit producers had to convert the consumer and they began to advertise, but never to the extent of their fellow adventurers—the nainsook manufacturers.

Accordingly it must be set down that these two great developments in underwear manufacture are children of advertising and that, broadly speaking, they are the only divisions of the men's underwear industry which have ever advertised.

Of course it would be manifestly unfair to say that advertising alone is responsible for their success. There was, of course, a great dormant demand waiting to be tapped and advertising was simply the spark which galvanized it into a potential force.

ADVERTISING WON BY DEFAULT

But I challenge the man who would discount the part which advertising has played, with the statement that "*The time never was, particularly so far as nainsook underwear is concerned, when the right advertising of the old style garment, modified to meet popular desire, would not have arrested the spread of these new ideas.*"

And it is an illuminating and interesting commentary on the old line makers of men's knit underwear that they have not only fought shy of the force which has made union suits and popu-

larized nainsooks, but that they have only very recently seriously attempted to meet the drift from a manufacturing basis.

We believe what we want to believe. So the Old Guard put off the making of union suits until the infant industry of the West threatened to gobble them up. And when the nainsook manufacturers hit the ball for a home run it likewise said, "This cut and sewed stuff is a passing fad doomed to early death."

There was no ground for an opinion of this kind. Research was, and is, an unknown term in underwear manufacture and so these men simply made the wish father to the thought. They made no attempt to study the basic causes for nainsook popularity.

The simplest analysis would have shown that men were purchasing a style or "cut" of garment and not a fabric. An analysis was never made, however, and worse yet, these manufacturers of knitted underwear shut their minds to the evidence.

It is on record that as late as 1916 a manufacturer operating one of the largest plants in the United States refused to put orders for Athletic cut balbriggans in work after he had sent men on the road with samples and actually accepted orders. He did not believe sleeveless shirts and knee drawers sanitary. Nor was he strong for union suits, but what the objections were I do not know.

This was not an isolated case, mark you, but the mental attitude of an entire industry. And the harm was done not by the public accepting the statements made in advertising about nainsooks, but in its arriving at the conclusion that only nainsooks had these advertised qualities.

In other words, a policy of non-advertising reacted unfavorably on the entire knit underwear industry.

These new Athletic nainsooks had three big talking points:

They were cool—sheer fabrics assured that.

They were slightly—pressed



¶ The confidence of its readers is by far the most valuable asset THE BALTIMORE SUN can offer the advertiser. The *Sunpaper* has been a family friend in most Baltimore homes for three generations.

¶ It is quite natural, therefore, for the Baltimorean to come to THE SUN office to get bulletins of any big news event. A part of a typical bulletin crowd in Sun Square is shown in the picture above.

¶ This reader confidence is exemplified by the steady increase in circulation of THE SUN. For June, the average net paid daily (morning and evening) circulation was 215,854—a gain of 32,306 over June, 1920.

¶ Ask our Service Department to tell you more about THE SUN'S influence in Baltimore and to give you the facts regarding the Baltimore market in relation to your product.

Everything In Baltimore Revolves Around THE SUN

Morning

JOHN B. WOODWARD
Times Bldg., New York

Evening

GUY S. OSBORN
Tribune Bldg., Chicago

Sunday

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

bleached cloth looks inviting. They gave the arms and legs freedom.

Confident of their position the early manufacturers of nainsooks plastered the press, cars and billboards of the country with lithographs showing Danny Dubb seated at a ball game in old-fashioned, long-sleeved summer garments and giving a good imitation of a hot stove. And then next to him they put Willie Wise-guy in X. Y. Z.'s, looking cooler than the much-vaunted cucumber of song and story.

Here was something new which was "copy" for cartoonists and feature writers. They began to make paragraphs and pictures of Willie and his little X. Y. Z.'s, and, aided no doubt, by the advertising department, the folk of the stage began to ring in quips about X. Y. Z.'s.

This triple-barreled advertising put X. Y. Z.'s over, but it did even more. It made "Athletic cut," which was in the beginning, only a style of garment, synonymous in the public consciousness with nainsooks and nainsooks only.

Of course the time came when knit underwear manufacturers could no longer dodge the issue that nainsooks were providing real competition. But a woman convinced against her will has nothing on a man trained in New England textiles and steeped in the traditions of Cohoes, Lawrence or Lowell. Compelled to take notice, they refused to go all the way, but put out a so-called "Athletic" which was merely an old-style "bal" or rib *sans* sleeves and cuffed at the knee.

This compromise garment merely served to convince the consumer that the only comfortable "Athletics" were nainsooks or as they said and still say—X. Y. Z.'s, for as in the case of the Kodak, a trade-mark has become a trade term with the public.

Precedent is a wonderful thing. Born of advertising the nainsook underwear industry takes to publicity like a New York policeman to 4½ per cent stuff. The late

comers have followed the early birds in the use of paid consumer space and consequently nine-tenths of all summer underwear advertising in consumer mediums is on nainsook garments.

As a result, the nainsook garment is dominating the summer underwear business of the United States and in some quarters is looked upon as a future contender for its share of winter business.

ADVANTAGES OF KNIT FABRICS

There is nothing inherent in nainsook which warrants this. Credit must be given to advertising, for a knit garment of proper weight and cut is by far the best adapted to summer use.

Is nainsook sheer? Knit fabrics can also be made sheer.

Is nainsook slightly? Beautiful bleached knit fabrics are possible.

Is nainsook loose fitting? It is possible to cut and size knit fabrics so as to give equal freedom.

Moreover, knit fabrics have three qualities in which they excel nainsooks: They are softer. They are more elastic. They are far more absorbent.

No hint of this has ever been given to the general public, however, and the average knit underwear producer has made little effort to develop the three factors which have made nainsook. The slight hurdles of improving texture, eliminating the danger of "over curing" bleached cloth, and of improving fit, have been built into mighty barriers which they have refused to try and scale.

"It was good enough for our fathers, it is good enough for us," has been the battle song of the knit underwear industry except as regards mechanical invention.

There have arisen in recent years several men of vision, who, alert to the sweep of the tide, have pleaded in convention after convention for the establishment of research committees and the adoption of an advertising programme which would place before the public the ad-

The Stack Advertising Agency, of Chicago, is running a series of advertisements in The Minneapolis Tribune for the Standard Oil Co., of Indiana. This is 800-line copy and is in addition to a campaign still running of an educational nature. The new copy is direct-selling copy.

The appearance again of Ford automobile advertising in The Minneapolis Tribune is hailed as an indication of reviving business conditions. Six-hundred-line copy is being used and the advertisements are signed by local Ford dealers. Copy and schedule come from the Long-Costello agency.

In dry goods and merchandise lines the Minneapolis jobbing and wholesaling houses sold to retailers of the Northwest in 1920 a total of \$54,575,000 of goods. In groceries alone another \$23,000,000 was sold. All told, the Minneapolis market distributed \$1,340,126,907 worth of goods to the Northwest in 1920.

Large copy, well illustrated and appearing frequently in the daily issues of The Minneapolis Tribune, mark a well-sustained advertising campaign for the Union Pacific Railroad. Copy and schedule come from the H. E. Lesan Advertising Agency.

Another big cigar campaign has been placed with The Minneapolis Tribune. This time it is for the El Producto cigar of the G. H. P. Cigar Manufacturing Company. The campaign runs until October 12, 600-, 250- and 150-line copy being used. The Tribune carries the bulk of the cigar, cigarette and tobacco advertising placed in Minneapolis and it carries more exclusive advertising of this nature than any other newspaper in the Northwest. This copy comes from the Aitkin-Kynett Company.

The Minneapolis Tribune devoted an entire section to publicity and advertising for the American Institute of Banking convention, held in Minneapolis the third week in July. This was one of the largest conventions to meet in Minneapolis this summer and the progressiveness of The Minneapolis Tribune in heralding the gathering in such splendid style was freely and most favorably commented upon by delegates.

Erwin, Wasey & Company, of Chicago, has placed with The Minneapolis Tribune a series of advertisements for the Literary Digest, published by the Funk & Wagnalls Co., running every other Friday. Large, distinctive copy, well illustrated, marks this campaign.

The Cadillac automobile is renewing acquaintances in the Minneapolis trade field through a series of advertisements running in The Minneapolis Tribune. Copy was prepared and placed by the Theo. F. MacManus Agency.

Palmolive Soap is being offered to the people of Minneapolis and the trade field of The Minneapolis Tribune by means of an advertising campaign placed by Lord & Thomas.

The Corning Agency, of Saint Paul, has sent The Minneapolis Tribune a schedule and copy for a series of display advertisements for Stott Briquets to run twice a week from August to January.

Stylish Stout Corsets (Weingarten Bros.) are being advertised attractively to the women of the Northwest in the home-printed rotogravure section of The Sunday Minneapolis Tribune in a series of advertisements placed by The Federal Advertising Agency.

Member of A.D.C.

The Minneapolis Tribune

Is the oldest and best daily newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation

FIRST
in its
City

FIRST
in its
State

FIRST
in its
Federal
Reserve
District

Aug. 4, 1921

To correct some misapprehensions
arising from partial information

The Truth, the *Whole* Truth, and Nothing but the Truth

About Newspaper Leadership in Chicago

As to Circulation—

The Circulations of the Chicago daily newspapers for the six months ending March 31, 1921—the latest figures issued—reported by their publishers to the Audit Bureau of Circulations, the "A. B. C.," are as follows:

	Total City and Subs.	Total Country	Total Circulation
The Daily News	389,831	22,473	412,304
The Daily Tribune	313,353	147,386	460,739
The American	314,937	69,272	384,209
The Herald and Examiner	241,995	92,078	334,073
The Post	34,818	9,203	44,021
The Journal			Makes no report to the "A. B. C."

From which it appears—

- That The Daily News' city and suburban circulation of 389,831 exceeds that of the second largest (314,937) by 74,894 copies, or over 23 per cent, and that of the third largest (313,353) by 76,478 copies, or over 24 per cent.
- That The Daily Tribune's country circulation—147,386—exceeds that of every other Chicago daily newspaper.
- That The Daily News' country circulation—22,473—is notwithstanding its large city and suburban circulation,

**The Daily News Is First in Circulation,
and that The Daily Tribune Is First in Country Circulation,**

largest (310,333) by 70,478 copies, or over 24 per cent.
 2. That The Tribune's country circulation—147,386—
 exceeds that of every other Chicago daily newspaper.
 3. That "The Daily News" country circulation—22,424—is
 considerably less than that of The Daily News (412,304) by 48,435.

The Daily News Is First in Chicago in Circulation, and that The Daily Tribune Is First in Country Circulation,

As to Advertising—

The total volume of advertising printed by the Chicago daily newspapers during the six months ending June 30, 1921, as reported by The Advertising Record Co.—an independent audit bureau supported by all the Chicago newspapers—is as follows:

	Number of Columns (measuring 360 square lines)	Number of Columns (measuring 360 square lines)
The Daily News	30,974.25	The Herald and Examiner 7,736.56
The Daily Tribune	23,552.73	The Post 8,331.90
The American	13,260.72	The Journal 7,525.89

From which it appears—

- That The Daily News published during these six months 30,974.25 columns of advertising, as against 23,552.73 columns by the second highest paper—an excess of 7,421.52 columns, or over 31 per cent; and as against 13,260.72 columns by the third highest paper—an excess of 17,713.53 columns, or over 133 per cent.
- That The Daily News prints over one-third of all the advertising appearing in the six Chicago daily newspapers.
- The total volume of advertising printed during the same period of six months, according to the same authority, was: The Sunday Tribune, 15,566.76 columns; The Sunday Herald-Examiner, 7,371.94 columns—an excess for the Sunday Tribune of 8,192.82 columns.

From all of which it appears that—

The Daily News is "First in Chicago" in volume of advertising six days of the week, and that The Chicago Tribune is First in Chicago in advertising on one day of the week—Sunday—on which days The Daily News does not issue.

Therefore—

As to daily circulation in Chicago and suburbs, and as to volume of advertising printed by the daily newspapers of Chicago

The Daily News Is "First in Chicago"

vantages of knitted underwear.

Each time there has been the same old whirl of the wheel—the appointment of committees and their subsequent report. Up to date, however, though enough words have been "orated" to fill a year's volume of the *Congressional Record*, action is lacking.

Contrast these two different attitudes:

The manufacturers of nainsook garments, sensing the growing popularity of the union suit, long ago embarked heavily in the production and promotion of union garments.

Established knit underwear manufacturers resisted union suit demand just as they resisted Athletic underwear demand and only in recent years have many Eastern manufacturers decided to compete with the Western producers who created, fostered and developed the dominant garment in both the knit and woven fields of underwear production.

Surely he who runs can read from these two developments.

GREAT TEXTILE INDUSTRY LACKING IN ORGANIZATION

The union suit with many causes to retard its fight for favor drives a long-established industry from the field because it was "sold to the public."

The nainsook garment with nothing not possible in knitted cloth and lacking a trinity of qualities which make the knitted garment inherently better, drives the knitted garment from the great summer market because it is predominant in advertising.

How any thinking manufacturer can continue to hold out against the evidence passeth understanding. The only answer is that found in the report of Franklin, Basset Company, Inc., Industrial Engineers, retained by the National Engineering Society during the presidency of Herbert Hoover. This organization after a survey of the entire textile field reports the great textile industry as being woefully lacking in organization to obtain accurate costs, establish research or keep down labor turnover.

To me that report explains why the makers of knitted underwear allow the industry to be held up as the great example of "Non-advertising."

True, there are men in it who say they believe in advertising, but they are like the chap who says, "Firefly will win the fourth race," and then refuses to put down a bet.

When manufacturers of this type go in for advertising they do so with their engine throttled down and their foot on the brake. There is neither punch nor programme behind what they do. With them advertising is always an expense and not an investment.

And they get by, except when some foreigner like nainsook creeps in, because their competitors are all playing the same game.

It's always darkest just before dawn, or at least that is what these chaps who get up before dawn say, and it looks as if a new dispensation is at hand.

A corporal's guard of knit goods manufacturers making underwear have started in to advertise powerfully and persistently. One has gone strong all through the present period of depression. And while the Old Guard continues to discount their progress and pins its faith on price through cheaper production, I believe that in the end advertising is the price it must pay for existence.

A dam holds up until the first small break occurs, but once the water starts to trickle through, the trickle soon becomes a torrent and faced with two really sensational evidences of the power of advertising it passes belief that the knit underwear manufacturers of America will want a third and perchance more salutary lesson.

Surely the success of the union suit and the phenomenal rise of the nainsook undergarment is proof beyond contradiction of the power of advertising and its place in an industry which has for more than a decade refused to adopt advertising an as integral part of its sales policy.

4, 1921

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Brown's Job

BROWN is gone, and many men in the trade are wondering who is going to get Brown's job.

There has been considerable speculation about this. Brown's job was reputed to be a good job. Brown's former employers, wise, grey-eyed men, have had to sit still and repress amazement as they listened to bright, ambitious young men and dignified old ones seriously apply for Brown's job.

Brown had a big chair and a wide, flat-topped desk covered with a sheet of glass. Under the glass was a map of the United States. Brown had a salary of thirty thousand dollars a year. And twice a year Brown made a "trip to the coast" and

called on every one of the firm's distributors.

He never tried to sell anything. Brown wasn't exactly in the sales department. He visited with the distributors, called on a few dealers, once in a while made a little talk to a bunch of salesmen. Back at the office he answered most of the important complaints, although Brown's job wasn't to handle complaints.

Brown wasn't in the credit department either, but vital questions of credit usually got to Brown, somehow or other, and Brown would smoke and talk and tell a joke, and untwist his telephone cord and tell the credit manager what to do.

Whenever Mr. Wythe, the impulsive little president, working like a beaver, would pick up a bunch of papers and peer into a particularly troublesome and messy subject, he had a way of saying, "What does Brown say? What does Brown say? What the hell does Brown say?—Well, why don't you do it, then?"

And *that* was disposed.

Or when there was a difficulty that required quick action and

lots of it, together with tact and lots of that, Mr. Wythe would say, "Brown, you handle that."

And then one day the directors met unofficially and decided to fire the superintendent of No. 2 Mill. Brown didn't hear of this until the day after the letter had gone. "What do you think of it, Brown?" asked Mr. Wythe. Brown said, "That's all right. The letter won't be delivered until tomorrow morning, and I'll get him on the wire and have him start East tonight. Then I'll have his stenographer send the letter back here and I'll destroy it before he sees it."

The others agreed, "That's the thing to do."

Brown knew the business he was in. He knew the men he worked with. He had a whole lot of sense, which he apparently used without consciously summoning his judgment to his assistance. He seemed to think good sense.

Brown is gone, and men are now applying for Brown's job. Others are asking who is going to get Brown's job—bright, ambitious young men, dignified older men.

Men who are not the son of Brown's mother, nor the husband of Brown's wife, nor the product of Brown's childhood—men who never suffered Brown's sorrows nor felt his joys, men who never loved the things that Brown loved nor feared the things he feared—are asking for Brown's job.

Don't they know that Brown's chair and his desk, with the map under the glass top, and his pay envelope, are not Brown's job? Don't they know that they might as well apply to the Methodist Church for John Wesley's job?

Brown's former employers know it. Brown's job is where Brown is.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

GEORGE BATTEN COMPANY, INC.
Advertising

10 STATE ST. 381 FOURTH AVE. McCORMICK BLDG.
BOSTON NEW YORK CHICAGO

Moulding favorable public opinion for articles or services that deserve it



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Ought the Boss to Write the Copy?

The Example of President Jordan, of the Jordan Motor Car Co., Indicates That He May Carry a Punch

By Hobart Wiseman

MAYBE the boss himself ought to write the copy. Maybe that is the solution for unsatisfactory text, for time-wasting revisions, for failure to strike the right note, for advertisements that look good, but somehow don't get over, for copy in general that is well worded but somehow fails to catch the spirit of the thing advertised.

And why not?

Isn't the boss the head of the business? Isn't he the man who is supposed to know more about the product than anybody else? Isn't he the man who sits in a position that ought to give him the right perspective? Isn't he the man who, in many cases, has grown up with the business? Didn't he start as office boy or helper, become a salesman, then sales manager, next a vice-president, and finally the big chief in the mahogany chair? Ought not his experience to qualify him to utter a few useful thoughts?

Instead of merely getting his approval or objections then, why not give the president of the company a pencil and piece of paper and let him write his own stuff?

Maybe he will enjoy the change from signing documents, holding conferences, deciding policies, and worrying about contingencies. How do you know he couldn't write good copy—maybe you've never tried him. Maybe he would turn out to be another E. S. Jordan.

Mr. Jordan is president of the Jordan Motor Car Company, whose advertisements have attracted more than a little attention. The Little Schoolmaster is one connoisseur who has commented upon the Jordan series and pronounced it great stuff.

He failed to state, however, that the author of this series is Mr. Jordan himself. The writer is not acquainted with Mr. Jor-

dan and does not know how good a manufacturer of motor cars he is, but he certainly can tell about them. He can make the English language stand up and perform. He takes words and plays on them as he would on the keys of a piano. He takes motoring in hand and converts it into poetry.

"Some day in June."

"Somewhere on the top of the world."

"Across the valley in the dusk, like a phantom thing possessed."

"Somewhere far beyond the place where men and motors race."

These are all opening phrases from specimens of Mr. Jordan's copy. They show that Mr. Jordan has an imagination and is not afraid to use it. His language suggests space and speed, two things intimately associated with high-powered motor cars. So at the very beginning of his copy he places himself *en rapport* with the reader.

One of the chief merits of Mr. Jordan's copy is that he writes not like a motor-car manufacturer, but like a motor-car user. He knows which side copy ought to be written from—the buyer's and not the seller's. He knows that the thing that counts is not what the maker thinks of his product, but the terms in which the public can be led to think of it. The point from which he writes is the seat of the car, not the machine shop or the sales floor. His aim is not to drag the customer along but to take the customer along with him. This is the way he talks about the "Jordan Playboy":

Somewhere far beyond the place where men and motors race through canyons of the town—there lies the Port of Missing Men.

It may be in the valley of our dreams of youth, or on the heights of future happy days.

Go there in November when the logs are blazing in the grate. Go there in a Jordan Playboy if you love the spirit of youth.

Aug. 4, 1921

Escape the drab of dull winter's coming—leave the roar of city streets and spend an hour in Eldorado. The Jordan Playboy—garbed in Arabian red—or in the plumage of the Bluebird, with gleaming ivory wheeis—will make you real happy as you go.

Balanced as a fine motor car must be—light and economical as your good judgment requires—distinctive as a car of personality can be—the Jordan Playboy is a fit companion for all Americans who dare never to grow old.

for the boy with the roving eye and the girl who loves the range of the open road.

It's a thing of muscle and brawn—quick, responsive, strong and unrestrained. The Jordan Playboy leaps lightly and nimbly to the throttle on its way.

Step on it, and this masculine car springs quickly from the traffic crowd, sails roaring up the hill, and makes for the land of somewhere we have longed to go.

With balanced ease and subtle power, it levels the beckoning hills which invite you up and entice you down. Nimble, snug and hammock-swinged, close to the skimming road, it carries young hearts and young hopes to places where we like to go.

It's a practical car as well—equipped for those who prefer it, with all-weather top, making it exactly suitable to the individual who prefers an enclosed but friendly roadster.

It is to be noticed that Mr. Jordan does not omit the possibility of pleasant company on these soaring tours. He is aware that cars are bought not only for the use of the owner but with the view of giving somebody a ride. Moreover, he knows that feminine influence frequently determines the purchase of a car. Therefore, the purchaser that he visualizes is seldom alone. For example:

Some day in June, when happy hours abound, a wonderful girl and a wonderful boy will leave their friends in a shower of rice—and start to roam. Then life will truly slip its tether and the days will be full of the promise that lies in gypsy eyes.

Give them a Jordan Playboy, the blue sky overhead, the green turf flying by and a thousand miles of open road. Then a quiet inn for dinner.

This rare car of personality and charm is a great companion for our freer hours.

This advertisement closes with an appeal to one of the oldest of human instincts—love of distinction and exclusiveness:

There is a pride of ownership in the

THESE ARE THE GOLDEN DAYS



The JORDAN Silhouette

There is something quite personal about a motor car which possesses the distinct quality of serving us dependably in our days of work and pleasure an immensurable joy in our hours of play.

The degree of respect which Jordan owners find toward Jordan cars is heightened by a certain love for an admirable companion which Jordan owners know.

He must be a dandy-minded person indeed who could not feel that a fine Jordan companion is a love of good hours both instead a disengaged horse.

To admiring the appearance of a Jordan, is it only necessary to exercise the sense of sight.

It is truly distinctive—quite individual.

To assure its rare qualities of comfort and balance, you need only take your position at the wheel, step on the throttle and compare

the sensation with any you have known before. It's just different—that's all.

To appreciate the atmosphere of this car and to sense its inherent good taste you must enjoy its pleasing companionship.

But so know finally why Jordan has been so universally admired—a widely endorsed—must know the Jordan as you come to know a friend. A friend, the Jordan is not only a companion through long association. It cannot be judged quickly.

The Jordan is the Jordan because of its inherent capacity for dependable service—in happy probability—in quick response to demands of work or play.

In short—it's an instrument that brings returns in service and happy days.

JORDAN MOTOR CAR COMPANY, Inc., CLEVELAND, OHIO

ONE OF THE SERIES WRITTEN BY E. S. JORDAN

Having thus been gradually let down from the heights, we now enter the realm of practicalities with this brief statement:

The lightest on the road for its wheel-base—with a national economy record of 24.1 miles per gallon—this style leader among the motor cars commands attention by its gratifying ease and commands respect by economy that is rare.

Mr. Jordan knows that people buy automobiles not simply to own, but to ride in. Therefore, he presents his car not in its static condition but moving:

Here is a car for the man who knows how to play as hard as he works—a vigorous, happy and reliable companion

COLOR!

(Women Like It)

The value of full-page color advertising in newspaper magazines has been fully demonstrated.

Now for the first time the Chicago Evening American makes it possible for local and National advertisers to use such color pages in a single rich territory—Chicago and suburbs.

Four-color process presses now being installed will print "*The American Home Journal*," the new Saturday magazine section of the Chicago Evening American.

Four-color process advertising will be an outstanding feature of this section.

CHICAGO AMERICAN
EVENING

For rates and full information address
R. A. PICK, Adv. Dir. of magazine section :
"The American Home Journal."

Jordan that reveals a love for things that really count. It's like old money—old treasures—good taste without display, and judgment that is rare.

It has long been a matter of dispute between advertisers as to whether people buy because reason or emotion is appealed to. As far as high-class motor cars are concerned, Mr. Jordan's verdict seems to be all on the side of the latter. He directs his appeal to the fundamental and common human instincts and feelings. He gives little or no space to specifications and details. Dimensions, weights, mechanical parts are rarely mentioned except incidentally. His view seems to be that people are interested less in what an article is than what it will do.

His experiments have tended to indicate that the same style of copy is as effective among farmers as among city residents—provided, of course, they have the money to spend. He once swung a campaign into the farm papers and got customers for \$3,000 cars in the agricultural districts as readily as in urban areas.

Perhaps the most distinctive thing about Mr. Jordan's copy is that it contrives to communicate the "feel" of a car rather than its mere description. It deals more with motoring than with motor cars. An automobile's business is not to *be* but to *go*. That is why Mr. Jordan's copy so often contains the word "somewhere." The purpose of having an automobile is to reach that "somewhere," and the quicker and more comfortably and more satisfactorily it can do it, the greater the value of the car in the eyes of the customer, actual or prospective.

Mr. Jordan having been such a success at writing copy, it seems reasonable to surmise that there are other company presidents hiding their advertising lights under a bushel or in a secluded office. Not all of them will have the automobile man's gift of language and power of expressing thought with such finish and grace, but their thoughts if put on paper, even in the rough, might furnish the basis for an advertising series that

would inspire many a tired or confused copy writer.

There have been other cases of effective copy writing by the boss. Humphrey O'Sullivan, for example, used to write all his own copy for his rubber heels. John Wanamaker used to write his own newspaper advertisements, and still contributes a daily editorial to his store's regular space. Theodore N. Vail used to take a hand at telegraph copy in the days when he was teaching the Western Union how to be a better service organization. Numerous other instances might be cited.

So on the days that the boss condemns the copy as tired or lazy, why not encourage him to write it himself?

License Chicago Agencies and Representatives

An ordinance passed by the City of Chicago licensing and regulating advertising agencies' and publishers' representatives now is in effect. The city authorities are sending police messengers from building to building checking up on representatives and agencies and then notification is sent to pay the tax. This is the ordinance mentioned in PRINTERS' INK a few months ago. The Western Council of the American Association of Advertising Agencies favored it as a beneficial measure, not only providing the city with that much additional revenue, but as adding one more force to establishing the responsibility of agencies and representatives.

Chicago "Daily News" Advances Edwin S. Wells

Edwin S. Wells has been appointed assistant advertising manager of the Chicago *Daily News*, succeeding J. F. Kelly, who, as noted elsewhere in this issue of PRINTERS' INK, has become manager of the Chicago office of the John B. Woodward Company.

New Campaign for a Five-Cent Cigar

A newspaper campaign for the New Currency, a five-cent cigar made by P. Lorillard Co., New York, has been started. The copy is being placed by the Cowen Co., Inc., New York.

Critchfield Advances J. J. Hartigan

J. J. Hartigan, who for several years has been with the rate department of Critchfield & Company, Chicago advertising agency, has been appointed space buyer for that agency.



The country over, two people are readers of evening newspapers to one who reads a morning edition. In Minneapolis, the proportion is 3 to 1, and The Journal has nearly twice the circulation of any other evening newspaper.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

This year's cotton will be velvet —



Crop of 1921
cost less to
produce than
any crop in
past decade —

Never has a cotton crop been cultivated as intensively as the one about to be marketed. Never has as little money been spent to make a cotton crop.

Fertilizer sales this spring were smaller than any the past eight years. Little money was spent on implements and labor. The only thing with which the Southern farmer was liberal was HARD WORK. He has tried to make up with work and attention what he lacked in fertilizer and equipment.

Whatever the farmer sells his cotton for this year will be "gravy"—HIS OWN MONEY, and will enable him to begin again making his purchases on a cash basis.

The cotton acreage has been cut nearly 30 per cent. This gives approximately 10,000,000 acres—formerly devoted to cotton—that is this year growing corn, soy beans, cowpeas, peanuts and various other crops that will either

sell for money or will produce feed and food crops. This means prosperity.

Fall will bring about a readjustment in Southern financial conditions, and will see the return of "good times."

The Southern farmer is a great newspaper reader. A large percentage of daily newspaper circulation in the South is in the rural districts.

A Northern or Eastern manufacturer with a product he wishes to sell the South should not overlook the daily newspapers, as Southern newspapers are the ONLY media which thoroughly cover this section. The circulation of national media in this section is small, considering the area and the population.

If you have something to sell—"Sell it South—Through newspapers."

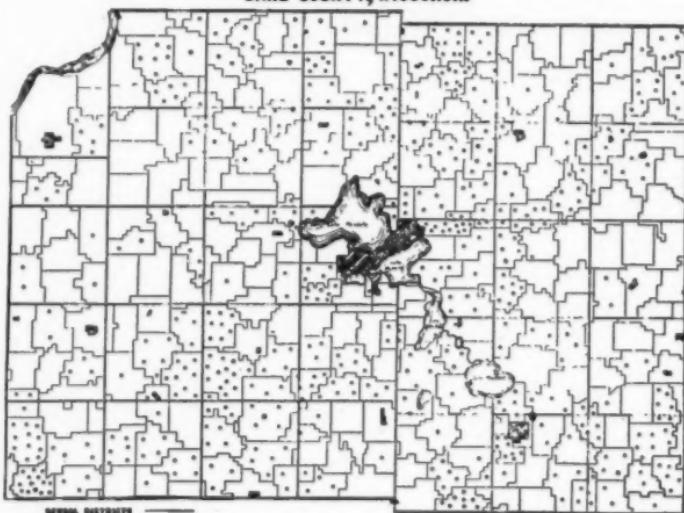


SOUTHERN NEWSPAPER
PUBLISHERS' ASSOCIATION

Chattanooga, Tenn.

Sell the Greatest Market for Power Washing Machines—THE FARM

NUMBER OF POWER WASHERS IN SCHOOL DISTRICTS DANE COUNTY, WISCONSIN



One Dot Represents One Washer

Number of Farms in Dane County.....:..... 6,217
Number of Power Washers.....:..... 486

From a recent survey by The University of Wisconsin only eight per cent of the farm homes in a good Wisconsin county are equipped with power washers.

This same percentage holds good the country over.

A few washing machine manufacturers may profit by writing us for facts on the rural washing machine market.

THE FARMER'S WIFE

A National Magazine for Farm Women

ST. PAUL, MINNESOTA

750,000 CIRCULATION MONTHLY

Western Representatives
Standard Farm Papers, Inc.
1109 Transportation Bldg.
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.
95 Madison Avenue
New York City

Member Audit Bureau of Circulations

Building a National Business Out of a Local Need

How, by Judicious Merchandising, Duxbak Togs Obtained a Sale That Surprised Even the Founders

By Edward T. Tandy

IT can almost be accepted as one of the great truths that if you have a new idea, it hardly matters what, so long as it means a new human need to be supplied, you can be practically sure of success. That is, you can if you go the right way about it.

Duxbak gives us a mighty good illustration of this. Here success was achieved on an idea which involved a need, and yet seemingly so restricted a one that even the originators did not expect it ever to develop into more than a side line for their factory.

But from the start they handled it rightly. They merchandised their idea skilfully and forced people to recognize and appreciate the new need. The result is a nation-wide business that is growing every season—and has completely displaced the line to which it was thought it would be a mere extra.

Moreover, it has given the Duxbak makers a well-established trade-marked line in place of the one which they sold only to jobbers and without the protection of any consumer good-will. Further, it has produced a sister (or should this be brother?) trade-marked line with prospects probably greater even than its own.

Back at the end of the last century the firm of Bird, Jones & Kenyon were manufacturers of workmen's overalls. Their plant was at Utica, N. Y. They were doing a nice, comfortable business, selling to jobbers who took all the overalls they could make. They had no notion of the change that was coming to them.

About that time the Adirondacks were beginning to be the great popular summer resort, particularly for campers, hunters and fishermen. As Utica was the

gateway to the mountains and lakes, Bird, Jones & Kenyon saw much of the visiting sportsmen, recognized their need of special clothing and started to supply it.

In these early days it was the custom with campers, as with many it still is, to wear their old clothes in the mountains. The idea of special clothes for outdoor activities was a new one in this country. Here and there a few men and women had their tailors devise mountain outfits for them, but these were generally expensive, more picturesque than practical, and their wearers were usually regarded as cranks in the matter of hunting or fishing.

But permanent camps and summer homes were rapidly increasing in number, and so was the number of visitors of a class which does not make a feature of wearing old clothes and prefers to be dressed for the occasion, whatever it may be. To these Bird, Jones & Kenyon offered a line of strong water-proof, well-made outfits, specially designed for mountain wear by men who knew what was needed in the mountains.

LINE TRADE-MARKED AND ADVERTISED

These garments caught on so quickly among the Adirondack visitors that, though the makers did not then believe they would ever amount to more business than perhaps at the most \$100,000 a year, it was decided to merchandise them in the real way. Consequently they were given a trade-mark name, and they were advertised in national mediums read by the type of sportsfolk it was desired to reach.

Certainly an excellent name was chosen for the trade-mark. "Duxbak," while not descriptive

in the trade-mark law sense, conveys at once the story that these were garments off which water would run as off a duck's back; also it was good-sounding, easily remembered and attractive for the purpose in every way. Hence in 1904 arose the Utica-Duxbak Corporation and the line of merchandise now known to sportsmen and sportswomen the country over.

At first the line consisted of only a few articles—coats, hats, leggings, riding pants and skirts of a specially woven heavy army duck, dark olive drab in color and waterproofed. Later the line was expanded and included garments specially designed for particular purposes. For instance, the shooting jacket had a pivot sleeve, safety pockets for shells, and inside knitted wristlets to keep out the cold.

Later a complete line of outdoor toggery of a lighter fabric for men, women and children was added under the trade-mark name of "Kamp-it," and this was further extended later by another line, the "Utica." Duxbak has also spread into other fields, an instance of which is the Duxbak Engineer's Wear, a special outfit with a coat of many pockets, handy and unusual features meeting the needs of engineers, surveyors and contractors in the field.

Duxbak and Kamp-it have been advertised in the outdoor publications almost from the beginning. The Utica-Duxbak Corporation adopted at the start, and have kept to it, the wise plan of letting their advertising grow with their business. They started with small space, increased their appropriation every year, never missed or slowed up under any circumstances, and are now using full-pages and half-pages in a long list of magazines, and, of course, also in the trade papers.

There have been occasions when an unusual amount of indirect publicity fell to the firm. For example, Col. Roosevelt used Duxbak and Kamp-it for his African expedition at the expiration of his occupation of the White House. These garments

are also used in the Smithsonian Museum and other museum expeditions. But the corporation rightly saw in such occasions only the opportunity for more effective use of more and more paid-for space.

Again, there are few camps which do not give Duxbak some indirect but valuable advertising in the shape of hunting coats that have been in use ten, and even fifteen, seasons, are delightfully shabby, yet workmanlike in appearance, and are still giving service. The corporation continues to increase its advertising space, knowing that the stories told of these old-timers add to the power of the advertising.

DEALERS ALL ON EQUAL BASIS

Another feature of the Utica-Duxbak merchandising story is its method of selling. It has one price for big dealer, little dealer and jobber alike. Although the jobbers have frequently demanded it, the firm has never wavered in its rule of not allowing a discount. Today there are big Duxbak wholesalers but, regardless of the size of their purchases, they pay the same price as the dealer to whom it is sold direct.

The constant advertising has induced many of the large department stores to carry these goods, particularly in the Middle West and the West. In every case, it is said, they have accepted without question the Utica-Duxbak "Same for all" terms.

It is the belief of the corporation that its selling terms have not in the slightest degree affected the growth of its production. What the company loses through not being represented in some big store here or there, it is sure it makes up through small dealers or by mail orders. Its object in wholesale price maintenance is the protection of the many small dealers who made the business prosper in the beginning when it needed help on the selling end.

From the moment that national distribution was sought for Duxbak, the corporation put its own salesmen on the road and sold

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Market City of the Wealthiest Agricultural Empire



Omaha

By its strategical position, a natural entrance-way to the West, Omaha has become the pulsing, throbbing heart of the richest agricultural area of its size in America.

Arteries of rails and highways lead from all directions into this fast growing market city.

The people here and in the surrounding rich trade territory have unusual buying power. Tell them the merits of your product through the pages of their dominant newspaper.

Our service department will cheerfully secure for you any information regarding this territory. Its only purpose is co-operation with the national advertiser.

OMAHA WORLD-HERALD

Away ahead of the rest in news, advertisements and home circulation.
O'Mara and Ormsbee, Reps. Chicago — New York — San Francisco

direct to the dealer—mostly in those days to the sporting goods dealer, but to any dealer who would buy. No exclusive agencies were ever given. But in small towns where there could not be business enough for more than one man, the Duxbak salesman did not sell more than one dealer.

The salesmen make two trips a year, one for the spring fishing and summer camping and vacation season, and the other for the winter hunting season. In the early days, because it would not have paid to maintain so large a selling force exclusively for Duxbak and Kamp-it, the corporation dropped making overalls and in their place made the Utica line of pants, which the Duxbak salesmen also carry. The salesmen made two trips a year with these, which may or may not be sold to the same dealer, and so they round out their year profitably. At the same time the corporation has ceased to manufacture any line not carrying one of its three labels and increasing its consumer good-will.

In its advertising Utica-Duxbak always strongly stresses the garments by action pictures showing their uses and special features, and frequently adds outline drawings of some or all of the articles in the line. The copy is usually brief and makes no mention of retail price. The reason for this is that no attempt is made to fix the retail price except in so far as that may be done by mail orders.

No direct appeal, however, is made for mail orders beyond some such closing paragraph at the bottom of the copy, "If your dealer can't supply you, write us for fully illustrated book of styles," or, "Ask to see your dealer's Duxbak Style Book, to make a selection; or write us for a copy." And the style book contains the retail or mail-order prices.

The style book also contains full instructions for self-measurement, and it is said that the mail-order business resulting, especially on the engineer's outfit, would alone represent a satisfactory return on the advertising. In every case correct 'fit is made a special

feature of the mail-order department, so that the recipient's satisfaction shall back up the advertising.

While the mail-order business is constantly increasing, the proportion it bears to the dealer sales is steadily decreasing. Every effort is made to see that a customer is supplied through a dealer if possible. It is only where the dealer's stock is insufficient, or where the dealer fails to take the order and obtain the goods from the factory himself, that the order is filled from the factory direct.

Color pages are occasionally used in the advertising. A recent one of these showed a young couple merrily canoeing in the rain while a young woman looked on uncomfortably from beneath an umbrella. The copy said:

DRESS RIGHT FOR OUTDOORS

The Duxbak Style Book will show you how to get fishing, camping, hunting and riding clothes that will keep you always comfortable and dry, rain or shine.

Duxbak clothes are the favorite togs of sportsmen the world over. They are good looking, absolutely rain-proof, low priced, body ventilating, light in weight, and tailored with every convenience that sportsmen like to have—ideal for roughing it in any weather.

Ask to see your dealer's Duxbak Style Book to make a selection; write us for a copy.

It's good to have a suit of Kamp-it on hand, for a change. Somewhat lighter in weight than Duxbak, not waterproofed, but good looking and durable.

The Kamp-it line is being continually broadened to include other popular fabrics as they came along, corduroys, gabardines, serges, etc.

As the business has developed, two or three interesting features stand out as curious side lights. One of these is difficult to understand. Efforts made to sell truckmen, miners, lumbermen and other workers who need wear-resisting clothes have met with but poor success. The reason may be that while advertising seeking to sell them has been done, it has not reached them to a sufficiently large extent. On the other hand, the sale to women, particularly of Kamp-it, is pushing Duxbak hard.

At the beginning of this year

The Power of News to Influence Distribution

No. 1

"I take off my hat to the Fairchild publications. They call a spade a spade. They print the news as they find and see it. They are not dominated by any special interest, association, or business organization."

This comment by an ex-president of a national association of merchants suggests the policy and practice that, developed through thirty years, have made Fairchild Publications foremost in serving the need for news of the textile, apparel and related industries—among merchants, retail and wholesale, and manufacturers.

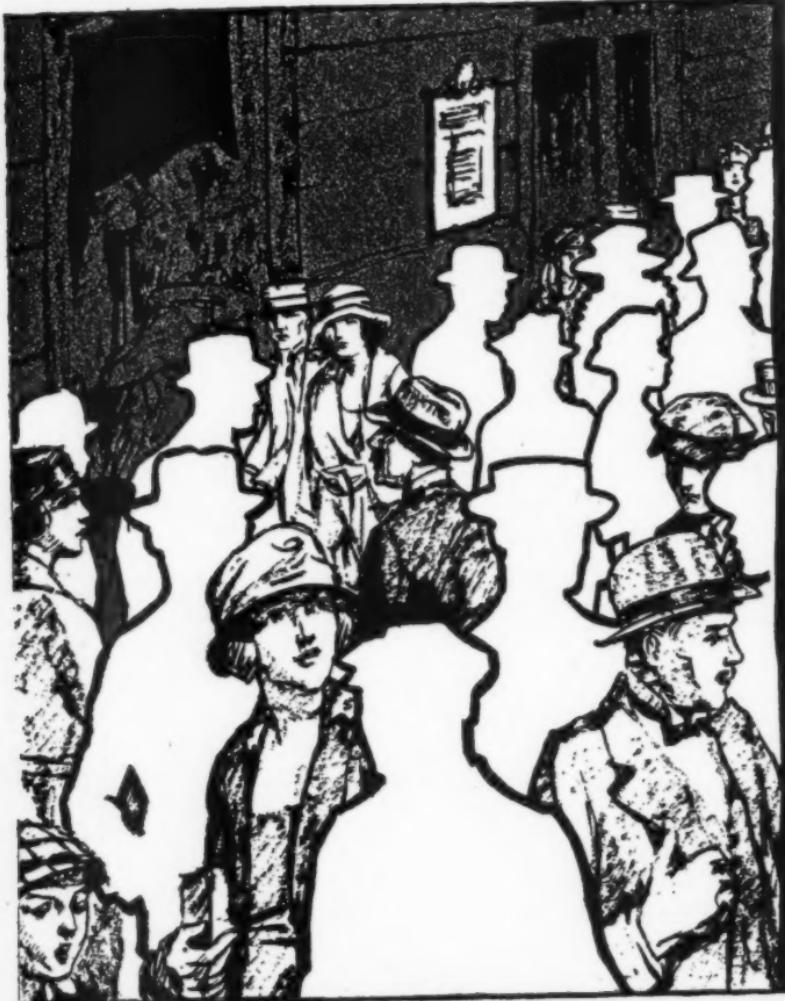
The buying influence of the more than 52,000 business men and women who keep their subscriptions paid in advance to read one or other of the four chief Fairchild Publications is beyond accurate calculation in figures. They control production and distribution of textile products and apparel in America.

But here are the dry, bare facts—

FAIRCHILD PUBLICATIONS include: (1) two daily business newspapers—WOMEN'S WEAR, paid circulation exceeding 23,500 daily, to more than 1700 cities and towns throughout U. S. A.; and DAILY NEWS RECORD, paid circulation exceeding 18,000 copies daily, to more than 1900 cities and towns throughout U. S. A. (Both Members A. B. C.); (2) the "twin" semi-monthly, illustrated, trade magazines—MEN'S WEAR and CHICAGO APPAREL GAZETTE—paid circulation exceeding 10,800 copies per issue, to retail merchants and their staffs in every section of U. S. A. (Both Members A. B. C.); (3) a variety of trade directories covering all branches and markets of the textile, apparel and closely related industries—the Fairchild Blue Books; (4) FAIRCHILD'S BULLETIN—published weekly in two editions, for European and other foreign countries. Head Offices: Fairchild Building, 8 East 13th Street, New York. Branch Offices: London; Paris; Shanghai; Washington, D. C.; Chicago; Philadelphia; Boston; Cleveland; Rochester; St. Louis. News representatives EVERYWHERE.

Aug. 4, 1921

How Many Readers?



Audit Bureau
202 South State Street · Chicago

Advertisers Are Your Buyers?

How many figures could you fill in on a picture of the circulation you buy?

Do you know the percentage? Do you consider it in buying space?

The modern buyer of advertising space should be a business scientist, able to analyze the composition of circulation. He should know beforehand if there are enough buyers of his product among the readers of a publication to make its space valuable to him.

A. B. C. reports provide his testing equipment. Together with a copy of the publication they present the facts that make scientific analysis possible. They enable him to determine the percentage of buying power, reader interest and the other important elements of circulation.

Do you use this equipment thoroughly? Do you get *all* the facts? Or, do you use only that part which supplies bare figures on total circulation.

Remember—it's not the readers you buy that count, it's the readers who buy your product. Know the circulation facts as well as the figures. *Study* A. B. C. reports before you buy and get the most for your money.

Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. Price, two dollars and a half.

Year of Circulations
Chicago 347 Fifth Avenue • New York



the company felt the slump and had fears about lessened purchasing power in the country when the summer came. During January and February it reduced its production. As a result it found itself behind hand in June and has been pushed to capacity ever since.

It will be seen that in developing Duxbak into a big success there were several fundamentals that played an important part. First of all, the manufacturers got their idea right. They realized a special need and specialized on supplying that need rightly. They got their designs right and the right fabrics for them before starting. They had a consistent selling policy, same prices, same discounts for all, regardless of the size of the order, or whether the order was to be lost or saved. Similarly, they were consistent advertisers, starting small in proportion to their capital and production capacity. And every step in expansion has been carefully considered so that never at any time was there any attempt to rush the natural growth of the business beyond the capacity of the concern to bear it safely whatever storm might come. It was what might be called a "Duxbak" policy, good in any sort of weather.

Consequently Duxbak can be said to illustrate very well indeed the right course to take where you find a new human need to supply, and where you may have to go slow so as to foster your idea and get it properly recognized. Had Duxbak been rushed it might have made a fashion, the craze of a season or two—and so have killed itself as a steady, permanent business.

Joins Century Advertising Service

George V. Kelly, formerly advertising manager of the Fort Smith, Ark., *Times Record*, has joined the sales staff of the Century Advertising Service, Inc., New York.

C. A. Bauer has become manager of the Jones Poster Company, Rome, Ga. Mr. Bauer was formerly with the Stoops Poster Advertising Company, Chattanooga, Tenn.

Misleading Land Advertising Corrected

By promising, in newspaper classified advertisements, that investors in Florida orange land would get their money back in eight years and that their holdings would be worth four times what they paid for them and produce a big life income, Eastern representatives of a Tampa land company used deceptive bait to lure inquiries, according to the National Vigilance Committee.

An investigation made by that committee showed that, while the company and its holdings were in good repute, the development was a new one and the claims were not the experience of investors with the particular land in question, as the advertisement led readers to believe. The committee pointed this out to the representatives and assurance has been given that the copy will be free from these objections hereafter.

Southern California Coast to Be Advertised

The All-Year Club of Southern California has retained the Los Angeles offices of Lord & Thomas to handle an extensive newspaper campaign designed to educate people of the Mid-West and South to the qualifications of the southern California coast as a summer resort. Merchants, manufacturers, hotels and other institutions interested in the development of southern California as a vacation land have contributed to the fund that will launch this campaign in thirty-five inland cities.

The initial campaign is a forerunner of a three-year drive.

Stockton, Cal., Agency Increase Staff

Miss Mildred Wetzler has joined the art staff of Humphreys & Matthews, advertising agency, Stockton, Cal. Miss Wetzler was recently with The Hutchinson Company, Los Angeles advertising agency. She was at one time with the Jordan Marsh Company, Boston.

Newspaper Representative Adds to List

The George B. David Co., Inc., has been appointed advertising representative both in the East and the West for the Cumberland, Md., *News*, Dunkirk, N. Y., *Evening Observer* and the Olean, N. Y., *Times*.

Made Secretary of Northwestern Lumbermen's Association

Harrison Hatton, former publicity director of the Saint Paul Association of Commerce, has been made secretary of the Northwestern Lumbermen's Association.

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Height of Efficiency

Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL-THE-FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL-THE-FAMILY interest in mind.

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

**The People's Home Journal
NEW YORK**

For 36 Years the Magazine for Every Member of the Family

Mass of Class



Life's 200,000 followers, who constitute
the great mass of America's class, not
only buy Life—they read it.

Gee. Bee. Are., Life's Adv. Mgr., N. Y.
B. F. PROVANDIE, WESTERN MGR.
1537 MARQUETTE BLDG., CHICAGO

a matter of reader interest

PURCHASING a magazine at a newsstand involves effort. Sometimes it is a bother to remember it, to stop and search for change, or even to carry it home.

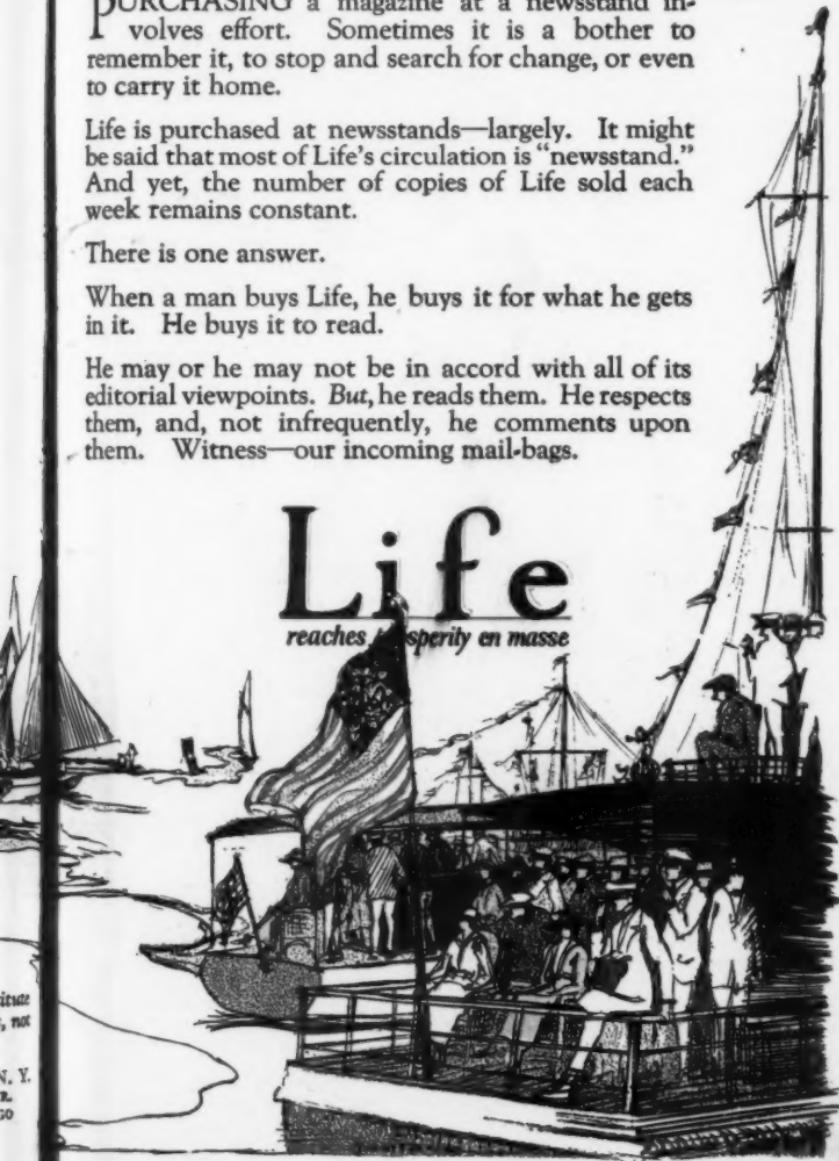
Life is purchased at newsstands—largely. It might be said that most of Life's circulation is "newsstand." And yet, the number of copies of Life sold each week remains constant.

There is one answer.

When a man buys Life, he buys it for what he gets in it. He buys it to read.

He may or he may not be in accord with all of its editorial viewpoints. But, he reads them. He respects them, and, not infrequently, he comments upon them. Witness—our incoming mail-bags.

Life
reaches prosperity en masse



Aug. 4, 1921

"Ready September 1st"

Hundreds of retailers, wholesalers and manufacturers have reported to Free Press representatives during the past few weeks their intention to "smash the line hard" September 1st, in Detroit. Detroit business men are going to MANUFACTURE BUSINESS. With the summer dullness at an end, ACTION IS GOING TO BE HAD, and things are ready to start now.

This is YOUR cue to "do Detroit"—to start something yourself. The Free Press is ready to help. Editorially it is co-operating to pave the way for a huge volume of business in America's Fourth City. It is well to remember that the circulation of this newspaper offers any advertiser CERTAIN STABILITY, despite market conditions, for it is representative of Detroit's actual buying power, but with all guns trained on a "BIG BUSINESS" objective, The Detroit Free Press offers you NOW one of the most efficient and effective advertising mediums in America TO ACTUALLY GET RESULTS.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.

Foreign Representatives

New York

Chicago

Detroit

Portland, Ore.

FORTUNATELY, a human being has a strength of mind which enables him to intensify his efforts over periods of time, and, moreover, to support himself upon his own resources. These qualities are foreign to the lower animals, whose minds are being worked in a different field.

There is, however, either a complete or an entire absence of such qualities in the human being. He expects his wife to be equally foolish and ignorant of the world as he is, and to be unable to understand the terms of his business. He expects her to play the rôle of a saleswoman, and to sing songs in a medium voice. She is expected to enter into his enterprises, and to chafe at his successes. He is compelled to impose upon her the task of being a good housewife, and to be a good husband.

The man's life with the woman in the field is not always successful. Consequently, he makes mistakes, and all existing relations are destroyed. But the woman leaves him, and goes to the exposure register, and becomes a good saleswoman.

Cashing In on the Export Salesman

Keeping Step with the Salesman in the Field

By Walter F. Wyman

Sales and Export Manager, The Carter's Ink Company

FORTUNATELY or unfortunately, the export salesman is a human being. He has his strength and his weakness, like all human beings. With the increasing distance from his headquarters he feels the lack of the daily intensive training, the conferences over problems real and imagined and, most of all, he misses the support that he could always rely upon in his trial domestic selling. These truths alone justify short foreign trips before the test of the long journeyings. These truths drive home the need of being with the salesman in the field.

There are always dangers in either too great strictness or entire absence of supervision. It is folly to tie a man's hands and expect him to sell goods. It is equally foolish to permit the salesman to be the sole judge of prices, terms and credits. Somewhere between the rigid rules that leave no play for the salesman's initiative and the policy that leaves the salesman to work out his destiny single-handed, is the happy medium each exporting manufacturer should seek to find. The enterprise which feels that good results can come from salesmen chafing under unwise restraint is comparable only in its self-imposed blindness to the enterprise that expects an export salesman to be a whole export department in himself.

The closest possible contact with the export salesman in the field is only half satisfactory. Consequently, every effort should be made to take full advantage of all existing facilities and possibilities. Before the export salesman leaves—months before, in fact—the exporting manufacturer should register the cable address of his salesman in every city he is to

visit. This will cut cable bills most decidedly, and it will encourage cabling because of the lessened expense. The salesman, by means of a private code, should cable by a single word from each city he visits his complete plans, including length of stay, whether he is ahead or behind schedule and how much, the state of his health, funds and samples and the attitude of agents or leading dealers.

Similar care should be taken to insure safe delivery of the salesman's mail. Where this cannot be addressed in the care of some friendly customer it can often be sent in care of the American Consulate. It is often a cause of vexation, particularly in large cities, to have mail addressed in care of the General Delivery, as such an address restricts the hours in which mail can be received, makes long waits in line a common occurrence and too frequently, because of poor sorting of mail, means mail called for but not found.

INFORMATION ABOUT HIS TRADE

It should hardly be necessary to point out the fact that carbon copies of all letters to customers, and carbon copies of invoices should be mailed promptly to the man in the field. He should, of course, be kept in touch also with all export advertising plans which affect his territory, and sent samples of any new dealer literature or sales helps which can be used effectively by him. It should be the duty of the export executive to acquaint the head of each department with the wisdom of keeping the export salesman in touch with their every activity which could be of interest.

The export salesman is human. Therefore, it pleases him and is

Aug. 4, 1921

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fair to him to insure his standing in the eyes of the merchants on whom he calls. This is not merely a matter of a high-sounding title. It is an effect only produced when the exporter deems his representative worthy of trust and shows this respect in his correspondence, in the manner in which his salesman travels, in the many little things such as the use of catalogues lettered in gold with the salesman's name, in the quality of the salesman's cards and advance cards, in the manner in which the manufacturer refers to the salesman in his letters and in the manner in which the exporter lives up to the dealer's requests when granted by the salesman. A good salesman deserves this respect and backing. The poor salesman should never have been permitted to represent the manufacturer.

It is not an easy task to detect and correct the weaknesses of salesmen when in the field. Even well-known local conditions may change quickly, making the test based on results of no value and of great unfairness. The spy system never worked well at home or abroad. It is a degradation of both the exporter and the salesman unless justified by unusual circumstances. But in the salesman's reports—in the printed words and between the lines of the printed words—there is much that can be read. The very tone of letters, of comments made in returning the prepared-in-advance call sheets, is enough to tell of much of the salesman's work in the field.

Any carelessness in clerical accuracy, any failure to make special reports which have been asked for, any long delays or shortened stays not explained in the coded cables and an over-abundance of excuses create a situation which the export executive must face. Then, if ever, the cable, regardless of cost, is none too satisfactory. For in the cold medium of the cable it is hard to put the note of encouragement and of confidence needed to revivify the flagging spirit of the discouraged salesman thousands of miles away

from a friendly handclasp. And it is infinitely harder to convey constructive criticism by cable in the cases where only by such criticism can a salesman be saved from the result of his own weaknesses or errors.

The need is, therefore, to anticipate the possible and the probable. Many an export salesman, veteran as well as novice, has been lifted from depression by finding on arrival at port a letter free from all except news and gossip written in the friendliest of spirits. Many a salesman has found inspiration in the letters suggesting certain ways to meet changed conditions and which showed from salutation to closing a spirit of partnership effort and of positive belief that, no matter what obstacles might interpose, the salesman had the knowledge and the energy to overcome them.

CABLES GIVE ENTERPRISING HOUSES AN ADVANTAGE

There is still a fear of free use of the cable in advising salesmen of new policies and prices, products and added lines. It would result in more and longer cables if the cost was rigidly compared with the probable results. The export salesman who receives frequent cables is certain to realize that he is being kept in mind. This certainty on his part brings his efforts to a higher level, for he knows that distance has not meant forgetfulness. He realizes that his work is still under observation. He knows that, far or near from home, his house is working with him and is not fearful that the expense will not be justified.

The export salesman in the field is only out of control, out of range of aid, out of the activities of the organization as far as the restrictions of the mails and cables erect a barrier. The good exporter realizes the needs of the salesman in the field and is willing to spend brains and money to offset these mechanical difficulties.

One of the ablest business men, and at the same time one who furnished one of the most spectacular of failures two decades ago, when asked the reason for his downfall

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Soils and Sales

We hear a lot about the value of farm products—sometimes it is used as evidence of prosperity in a farm community to justify advertising there.

If all advertisers were farmers we would hear more about crop profits instead of crop values.

For instance, two different States may show equally high crop values. This would indicate them to be equally good markets for advertised goods. But what if one State shared this value among twice as many farmers, or spread it over twice as many acres, or showed costs of producing these crops twice as high? Wouldn't that change the situation—wouldn't it mean a difference in profit and probable wealth per farmer—and therefore a difference in buying power?

The thing that has made Ohio, Michigan and Pennsylvania so attractive as farming territory is the abundance of good soil. There are very few, if any, so-called "bare spots." Through many years of development the size of farms in this territory has gradually worked toward the most profitable unit, and the farmers themselves have gone through the survival of the fittest process.

This means good crops at low production costs. The result—large profits—makes prosperity, education, better homes, higher living standards—and as a result an attractive market for concentrated sales and advertising effort.

The Lawrence Farm Weeklies 300,000 Every Saturday

Ohio Farmer
Cleveland, O.

Michigan Farmer
Detroit, Mich.

Pennsylvania Farmer
Philadelphia, Pa.

Members of Audit Bureau of Circulations.
Members Standard Farm Paper Association.

Standard Farm Papers, Inc.,
Western Representative,
Transportation Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representative,
95 Madison Ave.,
New York City.

Aug. 4, 1921

said, "I had no one to pick up the chips left in the paths I hewed."

Profit consists of that which is surplus after returns have cancelled expenditures. Profits are the chips left in the path.

In this truth can be seen the importance of skilfully following up the work of the export salesman. In many cases it means the difference between profit and loss—particularly on initial trips when the investment is the greatest and the immediate returns are the least. The best of salesmen cannot hope to overcome circumstances in every case. A recent arrival of a heavy consignment of competitive goods may make the securing of an order impossible at the time. The skilful following up of the salesman's visit may, however, make such a consignment the last of any other than the goods the salesman so convincingly portrayed and in which the "follow-up letters" maintained interest.

The buyer may be out or ill; a recent fire or even a national disaster (such as an earthquake, tornado or volcanic eruption) may have barred the salesman from immediate orders. But the information gained and the acquaintance made can, even in these cases, be capitalized to ultimate success by the following up of the trail. Half-made sales—which remain behind even the best of salesmen—may be consummated by the sales appeal directed at the point the salesman felt to be most vulnerable. Additional items to orders secured can often be added, particularly when the order is divided into several parts shipped at wide intervals.

Sample or trial orders of moderate size are a particularly prolific field for the efforts of the export executive. Here the salesman has gained a footing but has been unable to insure complete partnership. The handling of the trial order and the selling of the mutual advantages of further and larger transactions supplies one of the most fascinating problems which it is the good fortune of the export man to solve.

It is repeated here that the

major difference between the selling methods of American and European manufacturing exporters lies in the fact that the American manufacturer actively assists the foreign merchant to move the goods from his shelves. No small part of this important work must be done by following up the educational work started by the export salesman. It is not fair to desert the salesman and ship the advertising material without comment. Even repetition of the salesman's suggestions in regard to displays for windows, counters, aisles and shelves is entirely wise. The plans for distribution of samples and booklets are equally worth-while subjects for letters, and the tying up of the merchant's establishment with local and other advertising justifies emphasis and explanation of the most successful methods employed by merchants in other countries.

The cardinal rule for following up is to insure that each customer's mind is kept on the manufacturer's products in a way to result in maximum sales between salesman's visits and to secure as customers every prospect whom the salesman reports as a worthy connection. Between salesman's visits the exporter should become so well acquainted with his customers and prospective customers that the salesman becomes the binding link in the relationship rather than the only common point of interest.

Following up the export salesman's visit is not a task for the clerk. It demands the best brains of the most skilful of merchandisers before its actual execution can be safely and wisely intrusted to others.

Company Formed to Buy Florida Newspapers

The Florida Publishing Company has been incorporated, with headquarters in Tallahassee, to purchase a number of weekly newspapers in North Florida and consolidate their management under one head. Steps have also been taken to start a daily newspaper in Tallahassee, which will begin publication about October 1, according to Arthur Greene, one of the directors of the new company.

Announcing the Opening

of our

CHICAGO OFFICE at 811 Security Bldg.

in charge of

J. F. Kelly

JOHN B. WOODWARD

810 Times Building
New York

811 Security Building
Chicago

Representing

EAST

The Chicago Daily News

The Cleveland Plain Dealer

The Boston Globe

The Minneapolis Tribune

The Baltimore Sun

WEST

The Chicago Daily News

The Cleveland Plain Dealer

The Plain Dealer

First Newspaper of Cleveland, Fifth City

Aug. 4, 1921

better
paper
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better  
printing



WAR  
STANDARD

## Here are the clippings— now make the dummy

ONLY if you have the right clippings can you sit down and paste up a working dummy that will offer a working plan to your printer. But you can make an accurate dummy quickly if you have the right materials.

Materials for making dummies are provided liberally in books meant to be cut up that paper merchants who sell Warren's Standard Printing Papers issue each month to printers, engravers, artists, and catalog designers.

The latest book issued is printed on Warren's Library Text. Aside from demonstrating the many uses of this paper, the book contains layout suggestions valuable in planning any printing job.

With the aid of one of these books, any printer or planner of printing can present dummies that show exactly what the finished printing is expected to include and resemble.

May we send you the name of the distributor of Warren's Standard Printing Papers for your city if you are not already in touch with him?

S. D. WARREN COMPANY, BOSTON, MASS.



# REN'S PRINTING PAPERS



## *Lodestone Covers*



Lodestone Covers are new. There is nothing just like them. They resemble rare old leather, and like leather, they have great strength and long wearing qualities.

We will gladly supply you, on request, with samples of Lodestone Cover in all its colors.

HENRY LINDENMEYR & SONS  
32-34-36 Bleeker Street, New York, N. Y.

*Newark, N. J.; New York, N. Y.; Hartford, Conn.*

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# How Manufacturer's Advertising Can Regulate the Retailer

Kahn Tailoring Company Emphasizes Its Trade-Mark for Self Protection While Helping Dealer

AFTER the Kahn Tailoring Company, of Indianapolis, had built up a great tailor-to-the-trade business it finally woke up to the fact that most of the advertising good-will that ought to be its most valuable asset really belonged to the retail agents through whom it handled its clothing. Its publicity work had been one sided. It had advertised to the dealer and through him to the wearer. As a result a most valuable good-will had been created, but there was not enough Kahn about it to make it the undisputed property of the firm that brought it about.

The company found itself in much the same situation as some manufacturers whose principal outlet is in making unbranded goods for retail mail-order houses and jobbers. If one of its dealers died or quit business it would have to begin all over again to build up its trade in that town or community.

This is one of the main reasons behind the Kahn national advertising scheme which has been growing in force steadily, until it now exceeds all past records.

It would seem that Kahn's problem was one of controlling the dealer or being controlled by him—one in which the business in an individual store would either be the dealer's own property or a mutually profitable arrangement in which each could be sure of sharing.

The thing was worked out through a general advertising campaign to strengthen the Kahn trade-mark. This is being pushed energetically at the present moment, with the net outcome that the company is creating a condition of good-will that no dealer or combination of dealers could take away from it, even though they so desired.

Herein we see an interesting

study in the prime necessity of creating a good-will for a product that can come through popularizing it by its branded name—also in the power of advertising to smooth out a delicate situation without seeming to oppose the dealer. In fact, the advertising Kahn has done, far from antagonizing the dealer, has been of the most pronounced benefit to him through increasing the demand for Kahn clothes, while making the name more valuable to the firm.

Plenty of concrete results can be shown by the company in support of its steady and persistent effort to institutionalize itself in the widest possible way. A few years ago it was an extraordinary event when an order would be received, say, from the New England States. It takes time to send an order from Maine to Indianapolis, for the clothes to be made and sent to the dealer for delivery to the customer. A man in New England can save at least three days' time by sending his order to New York. Notwithstanding this, Kahn now has a large and increasing business throughout the New England States.

## ADVERTISING GETS THE CREDIT

"We attribute this to the national advertising," a PRINTERS' INK representative was told at the Kahn offices at Indianapolis. "Of course, it is the quality of our goods that brings us repeat orders. But advertising is what starts the business and what helps keep our name and trade-mark constantly before our retail customers."

Kahn also has demonstrated the power of advertising to help a business meet emergencies quickly. When the war came on the tailor-to-the-trade business was for the moment "shot." Kahn wisely jumped in on the military

clothing end and did some widespread advertising of its facilities to make clothing for officers. It specialized on this profitably in a big way while the war went on. And then came the exercise of that most valuable quality in business, known as "imagination." Nowhere in the country was the war more carefully followed than in the Kahn advertising department.

The heads of the company got a feeling somewhat that the armistice would come when it did, and they began at once to set their house in order. Advance arrangements were made for stocks of woolens to use in building civilian clothes. And then came a gradual transition from the military to the civilian note in the advertising. The change was mostly noticeable in the illustrations and the civilian part gradually grew until at the proper time the military part was left out entirely without the consciousness of any abrupt change.

It always pays to look ahead in business and to have the courage of one's convictions in a corresponding measure. When thousands of young men all over the country all at once wanted civilian clothes Kahn was ready with the materials to make them and with the good-will to sell them. If it had not foreseen the armistice and changed its advertising policy in accordance it could not have got underway for a great many precious weeks.

### Advertises for Knowledge on John Hancock

Thomas A. Edison asked "Who was John Hancock?" in his employment questionnaire, according to the John Hancock Mutual Life Insurance Company, of Boston, Mass. The latter company is advertising that it will pay one hundred dollars for the best answer to this question.

### New Sales Manager of Gemco Company

E. A. Haertlein has been appointed sales manager of the Gemco Manufacturing Co., Milwaukee, Wis., maker of automotive parts and accessories. Mr. Haertlein succeeds George H. Treviranus.

### Two Co-operative Bank Campaigns in Kansas City, Mo.

Several Kansas City bankers who have a penchant for doing things got together to talk over business, past, present and future, a few weeks ago. During the conversation the fact was brought out that savings in most banks were standing still, while in some an actual decrease was noted.

This first informal meeting of a few bankers resulted in a conference of all the "downtown" banks, at which meeting it was decided to start an educational campaign for savings accounts.

An appropriation of \$25,000 was set aside for a campaign of six months. This fund was subscribed to by twenty-six "downtown" banks and two "neighborhood" banks, making twenty-eight in all. The cost was apportioned on a basis of savings as of record June 1, 1921.

The campaign started June 26 and will close December 11, during which time will be run thirteen pages and twelve insertions of five columns by fifteen-inch copy in the three Kansas City papers. The Gray Advertising Agency, of Kansas City, is in charge of the campaign.

Before the start of the campaign by the Associated Banks for Savings, sixteen neighborhood banks in Kansas City started an association advertising movement. The purpose of this campaign is to bring out the advantages of "your neighborhood bank." This neighborhood bank campaign is not directed specifically at savings accounts and although not on such a large scale as the other movement is doing much to put over the banking and saving idea in a big way. This campaign is also directed by the Gray Agency.

### To Work with Better Business Bureaus

A working alliance between the Better Business Bureaus throughout the country and the Association of Classified Advertising Managers has been effected. Under this arrangement all reports of the bureaus which involve misleading classified advertising will be made available to all members of the newspaper group. Classified advertising managers will in turn report information to the bureaus concerning deceptive classified advertisements.

### Seek to Bar "No Children" Advertisements

The National Brotherhood of Operative Potters, in convention at Atlantic City, N. J., on July 13, adopted a resolution instructing the delegates to work for State laws to prevent discrimination by landlords against families with children. The campaign will include efforts to have publishers exclude from their columns all advertisements in which such discrimination is recited.

# A Sequel— Selling the Goods to the Public

Over two months ago we announced in these pages the distribution obtained by a food product manufacturer through the use of the Herald and Examiner's Merchandising Plan. Before a line of advertising was published, 79% of the dealers interviewed stocked the goods, despite the fact that it was an unknown brand selling at a higher price—with sales totaling more than enough to pay all advertising and selling costs.

Today, less than two months since the first appearance of the advertising, over 5,200 of Chicago's 7,000 grocery and delicatessen stores carry this particular brand, with total sales in excess of \$55,000! Three of Chicago's large loop stores have sold 95, 120 and 150 cases respectively, each case representing 48 tins. The buyer for a group of chain stores has ordered and re-ordered until now his purchases aggregate 300 cases. The product is now firmly established in the great Chicago market.

Write for  
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Exposition  
of the  
Merchandising  
Plan of the  
Herald and  
Examiner. A  
request  
involves no  
obligation

Two powerful agencies are responsible for this success: The Merchandising Plan of the Herald and Examiner to secure dealer distribution; then, to awaken consumer demand, the advertising columns of the Herald and Examiner. *The ideal combination for capturing Chicago.*

CHICAGO  
  
**HERALD & EXAMINER**  
AMERICA FIRST

Aug. 4, 1921



## Is Today You

It is an opportunity  
for the one who has  
advertising and could

The time to prepare is  
they are here once.  
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will probably not come

It was in a comparable  
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ditions to do the same.

**Fuller**  
**ADVERTISING**

Charter Member American

# Try Your Opportunity?

opportunity for the new advertiser—or one who has used only certain forms of advertising and could profitably use others.

To prepare for better conditions is before us here concerns which can add *new advertising* to the other constructive forces of good. We have such an opportunity *right now* as probably will not come again for many years.

In a comparable season (1907-8) that more manufacturer opened his way to a competitor in his industry. More than one manufacturer will take advantage of present conditions to do the same thing.

**Weller & Smith  
ADVERTISING - CLEVELAND**

Former Member American Association of Advertising Agencies

Aug. 4, 1921



—The Shreveport residence of Mr. J. B. Atkins.

*They still build*

# HOMES

*in Shreveport*

Not the "All modern conveniences, including janitor service"-type, exclusively, but the kind the family plans and has built, equipped, painted and decorated according to its own ideals—and with its own choice of materials. Real HOMES, whose purchasing agents will also be their occupants.

Shreveport is distinguished as a city of "superior small homes." Every new cottage, it seems, strives to outdo its neighbors in point of charm and distinction. Nor does Shreveport lack palatial homes. The residence of many men of wealth, their places typify all that is beautiful and comfortable in home building.

If your product or service concerns the building, furnishing or maintenance of homes, in Shreveport you have a market rich in possibilities; and in the Shreveport Times a medium that insures an audience with everyone in this territory whom you want to sell.

## The Shreveport Times

Daily, 25,000  
Sunday, 35,000

Shreveport, La.

ROBERT EWING, Publisher  
JOHN D. EWING, Asso. Pub. in Charge

S. C. BECKWITH SPECIAL AGENCY, Eastern Representatives.  
JOHN M. BRANHAM CO., Western and Southern Representatives.

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# Is Rolled Oats Only Rolled Oats?

National Oats Company, in Letter to Wholesale Grocers, Advances  
Reactionary Argument

By G. A. Nichols

**I**N a sensational letter to wholesale grocers under date of July 13 headed "Taking You into Our Confidence," the National Oats Company, of St. Louis, declares there is no such thing as creating an impregnable position for any brand of staple food product through specialty selling and advertising.

"For this reason," the letter says, "we have come to the definite conclusion that from now on we are going to sell our product as staple food and to discontinue absolutely for all time any effort to mislead the trade or the public into a belief that rolled oats is in any sense a specialty."

It is the company's position that a staple cannot be made a specialty through advertising, and that rolled oats is rolled oats no matter what its brand name may be.

In other words, rolled oats can have no more individuality than hay—certainly a most reactionary thought. It seems as if somebody in the National Oats Company had decided to travel backward fifteen or twenty years in merchandising. If all rolled oats is merely rolled oats, then the company ought to send its product to the grocer in a barrel and let him dip it out with a scoop as was done in the good old days.

But the company apparently seriously believes it is right, stating its conclusions in this way:

"First, specialty selling has no logical or economic place in the merchandising of a staple food. Second, advertising in connection with a staple food product is sound and proper when concentrated on a staple food as a food, and for the extension of the consumption of that food. But advertising is neither sound nor logical when concentrated on any particular brand."

Carrying out this position the

company hereafter will sell National Oats at exactly the same price as any of the so-called competitive brands and exactly at the same price it would sell a jobber's private brand. This means, of course, that any brand of rolled oats, no matter where it came from or what its name, would be priced by this company at only one figure.

## NOT A STAPLE, SAY OTHER MANUFACTURERS

People at the Quaker Oats Company and the Armour Grain Company, when informed by PRINTERS' INK of the National Oats Company's revolutionary merchandising step expressed great surprise. At each company the record made by its particular product was pointed out as amply refuting the idea that a specific brand of a staple food product could not be established by advertising.

Neither would admit for a moment that rolled oats is merely rolled oats.

"Naturally we are not discussing other brands of rolled oats," an Armour man said to PRINTERS' INK. "But we most emphatically declare that Armour rolled oats has qualities which sharply differentiate it from others. It is our claim that Armour oats can be cooked in fifteen minutes. This feature alone is an advertising argument or a selling point that we find highly valuable in distribution. It has gone a long way toward giving our oats the lead on the Mexican market, for example."

The National Oats Company as yet is not discussing its unusual move other than to let its letter speak for itself. One can easily guess, however, that it is rather inclined to smooth the wholesale grocer's fur the right way. This appears from a statement in the

Aug. 4, 1921

letter to the effect that the jobber's private brands now are stronger than ever and that this fact illustrates the alleged impossibility of making a specialty out of a staple.

Any number of instances can be brought up to show the fallacy of such a stand. Take popcorn, for example. If anything can be classed as a staple, popcorn certainly is entitled to that distinction. For years people have been going to grocery and delicatessen stores and calling for popcorn simply as popcorn, not mentioning any brand name for the simple reason that they did not know of any.

And now comes the Albert Dickinson Company, of Minneapolis and Chicago, with a branded popcorn called "Little Buster," which it puts up in packages.

The distinctiveness of "Little Buster" popcorn is by no means confined to its name. Anyone trying it can see that it is a superior product. Whether this superiority comes from some secret in growing or in preparing is not stated. But it is there. Its presence lifts the "Little Buster" brand out of the "just popcorn" class and, through advertising, gives it all the attributes of a specialty.

If the remarkable principle advanced by the National Oats Company should prevail generally in the field of staple foods, then there would be no more incentive among food manufacturers to get superior quality than there is among potato growers.

And even potatoes are sold by name—at least on the menu cards. The smart restaurant is likely to list them as Idaho Potatoes. Then we have the well-known Water-town Goose, Virginia Hams, Vermont Turkeys and so on.

There is much in a name, after all—food names as well as any other kind.

### Joins Chicago "Evening American"

Alfred G. Eager, formerly with the selling staff of the Barnes-Crosby Company, Chicago engravers, is now in the advertising department of the Chicago *Evening American*.

### Periodical Publishers Association Reorganized

**T**HE Periodical Publishers Association, which has long been in existence as an organization dealing with all questions of the magazine publishing field, has been reorganized. Hereafter the association will function entirely in the advertising interests of magazine publishers. It has divorced itself entirely from dealing with questions such as circulation and manufacturing. To cover these points, the constitution of the association has been rewritten.

Immediately following the reorganization of the association Phillips Wyman was appointed secretary of the association, effective August 1. Mr. Wyman resigned the general management of the Save the Surface Campaign a short time ago. Prior to his connection with this association of the paint industry he had been engaged in advertising work for the Government Food Administration organization.

Robert Cade Wilson is president of the reorganized association. Mr. Wilson is vice-president of *McCall's Magazine* and is one of the publishers of *Popular Science Monthly*.

The headquarters of the association will continue to be maintained at New York.

### "Mother's Magazine" Appoints Cone, Hunton & Woodman

*Mother's Magazine* of Chicago has appointed Cone, Hunton & Woodman, publishers representatives, New York, as national advertising representative. P. R. Smith, who has been advertising director of *Mother's Magazine*, has joined the staff, at New York, of Cone, Hunton & Woodman.

### Boston "Evening American" Appoints J. F. Fitzpatrick

J. F. Fitzpatrick, formerly with the E. T. Howard Co., Inc., New York advertising agency, as space buyer, has joined the Boston *Evening American* as New York representative, succeeding C. I. Putnam, who is now national advertising manager of the *Evening American*.

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# THE ERICKSON COMPANY

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



If you want to know about our work, watch  
the advertising of the following products:

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
INTERWOVEN SOCKS  
GRINNELL SPRINKLERS  
McCUTCHEON LINENS  
BARRETT EVERLASTIC ROOFINGS  
PETER SCHUYLER CIGARS  
JACK-O'-LEATHER SUITS  
MANNING SPEED-GRITS  
TERRA COTTA  
TARVIA  
IMPORTERS & TRADERS NATIONAL BANK  
CHALMERS UNDERWEAR  
WALLACE SILVER  
CARBOSOTA  
NEW-SKIN  
WONDERWEAR  
BERNHARD ULMANN CO.  
ART NEEDLEWORK PRODUCTS  
CONVERSE TIRES  
BARRETT SPECIFICATION ROOFS

*What we've done for others we can do for you.*

Aug. 4, 1921

# The Dawn of Delight

**ADA'S**  
**PURE CHEWING**

"that good old  
cigar flavor."

OUTDOOR ADVE EVER

The O.J.C.

550 West New York

Wrigley Bldg., Chicago, Ill.  
Cleveland, Richm. Widen

# Tele Construction

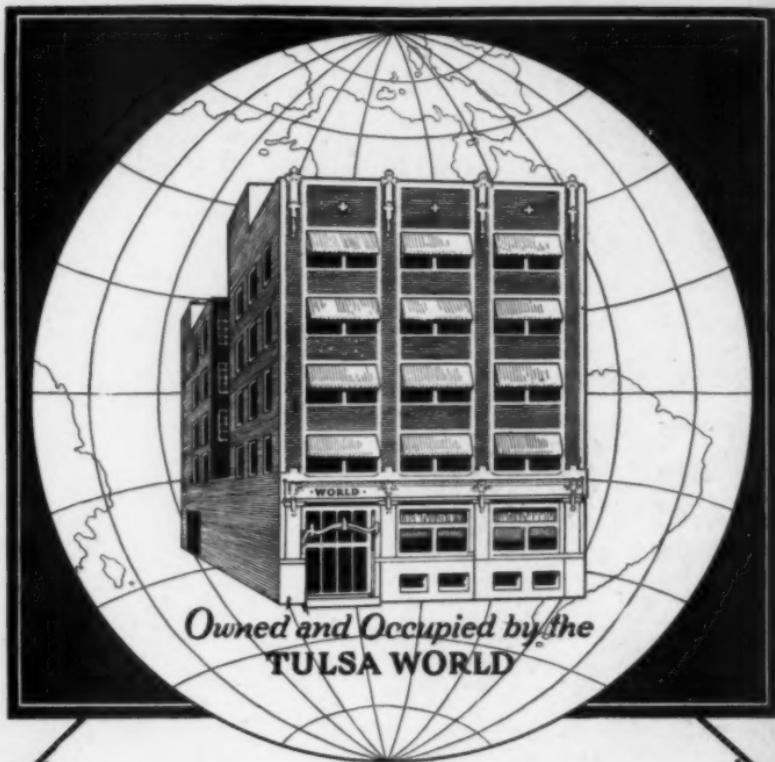


ADVE EVERYWHERE

O.J. Co., N.Y.

O.W. New York

Chicago, Philadelphia, St. Louis,  
Richmond, Atlanta



*Owned and Occupied by the  
TULSA WORLD*

THE effectiveness of advertising in any medium is based to a great extent on the reader's faith and confidence in its editorial and news pages. The true spirit of constructive service and real co-operation in the development of Tulsa and Oklahoma have given the Tulsa World the position of LEADERSHIP in this territory, in both circulation and advertising.

Net Paid Circulation  
Now Over 35,000

Oklahoma's Greatest Newspaper

**TULSA** DAILY **WORLD**

RELIABILITY — CHARACTER — ENTERPRISE

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# Past History Usually Determines Trade-Mark Rights

The Courts Can Do Nothing More Than Define Such Rights as Actually Exist

By Roy W. Johnson

IT is the common notion that the creation and the protection of trade-mark rights is within the province of certain elderly gentlemen in black silk robes, who preside over a mysterious and mediaeval ceremonial known as a Court of Equity. With due and appropriate humility you place before them the record of your good intentions, and in the course of time an opinion ensues, coupled with a snub-nosed decree which creates a set of trade-mark rights where nothing existed before. In other words, the idea persists that by some process of legal alchemy, good intentions are transformed into rights which are of greater or less extent according to the merit of the intentions.

Unfortunately, however, almost the precise opposite is the truth. The creation of trade-mark rights is exclusively and solely up to you, the user of the trade-mark. The protection of trade-mark rights is also limited and defined by you, the user of the mark. The courts can do nothing more than define the extent of such rights as you have already established, and make effective the measure of protection to which your own acts entitle you. Good intentions seldom play any very vital part in the matter. Your own past acts determine your rights, and no court could change them even if it would like to do so. In every practical sense, trade-mark protection is up to you.

That has been said before, of course. But it needs to be said again, and again, and again. Trade-mark protection is up to you. I am not strong for inspirational platitudes of the "Do It Now" persuasion, but a great deal of time and money might be saved, to say nothing about valuable good-will, if those few

words could be displayed in every general manager's office, every copy and plan department, every directors' room, and every advertising manager's sanctum sanctorum. That phrase, properly displayed and taken to heart, would be worth at least two tons and a half of the consecrated guff which so often does duty as a wall decoration.

Trade-mark protection is up to you: the man who is responsible for the selection and the handling of the trade-mark, who directs its use, and establishes the policy which governs its use by others. It is only indirectly that trade-mark protection is a legal matter at all. Primarily and essentially it is a matter of the ordinary, everyday conduct of the practical affairs of your business. Your right to protection is determined by your own past record of ordinary business acts, which neither you nor any court under the shining heavens can change.

## LOCKING THE STABLE DOOR

Now, it is a curious fact (illustrative no doubt of our old friend human nature) that the man who wants to protect his money and valuable papers will take all sorts of precautions against future possibilities, but when it comes to the protection of his still more valuable good-will he is likely to be extremely contemptuous of advice. He will consult a trained engineer about building a swimming pool at the back of his garden, and never think of overruling the expert's judgment, but in nine cases out of ten he will start building a structure of good-will on nothing more than a happy thought, and never dream of taking advice until he runs into trouble. Or if he does take advice, he will overrule every-

Aug. 4, 1921

thing which interferes with what he thinks he wants to do. Later on he is quite likely to appeal to the courts to help him out of a mess of his own contriving, and for the first time really discovers that protection was up to him all along. The courts may hang a padlock on the stable door, but the horse is gone.

This is strikingly illustrated in many records of experience with trade-marks on articles which were originally covered by patents. Thus the original producer enjoyed a monopoly for seventeen years, during which time he could prevent others from making, using or selling the product. At the end of that period, however, the monopoly terminated, and it is only common sense (as well as good law) to assert that along with the right to make a thing, goes the right to call it by a name which will be understood. Hence the word "linoleum," to mention only one of many, passed from a trade-mark into a common generic word, because the original manufacturer and patentee had provided no other word by which the product itself could be described. The owner of the patent had failed to establish trade-mark rights in the word "linoleum," because he had made it mean merely a certain kind of material, instead of the material of a certain manufacturer. If there had been any other word which the public might have used to describe the material it meant, he doubtless could have kept the exclusive use of his coined word as a trademark. The point is that it was his own neglect to provide such a descriptive word, and not the decree of the court, which limited his rights.

Every time a patent on some well-known product expires there is likely to be a brood of such cases because the temptation to use the trade-mark or trade name is so perfectly obvious. And unless the original owner of the patent has a pretty clear and consistent record behind him, there may be difficulty in getting a de-

gree of protection which will be of any great practical use. The courts will generally go as far as they can, but they cannot overrule or remain blind to what actually has happened.

#### ESTABLISH POLICY AT THE START

The great difficulty is to get the owner of the patent, *at the start*, to realize that the protection of his trade-mark rights is a serious problem which demands his attention. He should worry about something which may possibly take place seventeen years in the future! But as the time approaches when the patent is actually going to expire, there usually comes a sudden realization that something which has now become valuable is going to be threatened, and there is likely to be a sudden and panicky change of policy. Sometimes this helps the situation somewhat, and sometimes it makes things worse than they were before. The time to establish a policy is at the commencement of the patent term, and not just prior to its close.

The point is well illustrated in one of the recent decisions involving the status of the word "Aspirin." This was a coined name, registered in the Patent Office as a trade-mark, and applied to a product described as acetyl salicylic acid. The product was covered by a patent, issued in 1900, and expiring in due course in 1917. Such was the popularity attained by the drug during the life of the patent that the trade-mark rights in the word "Aspirin" became of immense importance, and many appeals were made to the courts to determine their extent. The decision of Judge Learned Hand (of the District Court for the Southern District of New York) in the action brought against the United Drug Company is particularly interesting as showing how the courts delve into the past history of a business, and base the right to protection not upon some fine-spun theory of the law, but upon the unalterable record of the facts.



## Good Crops In Western Canada

**H**ARVESTING reports from the western provinces of Canada indicate an abundant yield of the principal cereals.

This fall the bank accounts of Canada's western farmers will grow by hundreds of millions of dollars. After harvest they will commence disbursing. New machinery and equipment must be bought, the construction of barns, silos and houses commenced, children outfitted and sent to school, furniture and household supplies purchased.

During the fall and winter many millions will be spent by readers of the WESTERN Family Herald and Weekly Star. This western farm paper has a large and influential circulation in every county of Manitoba, Saskatchewan, Alberta and British Columbia—the four great provinces which make up Canada's Western Trading Division.

Whether used separately to cover the Western Canadian rural market, or linked with the Eastern Edition in a national campaign, the WESTERN Family Herald and Weekly Star occupies an exceptionally strong and useful position among the farm papers of Canada.

The circulation of the Family Herald and Weekly Star exceeds 150,000 each issue, and is sold either nationally or sectionally to suit the special requirements of the advertiser. Entire Dominion of Canada edition, 50 cents per line. Either Eastern Canada or Western Canada Division, 30 cents per line.

## Family Herald and Weekly Star.

*Canada's National Farm Journal*

**Montreal**

Established 1870

**Canada**

**BRANCH OFFICES:**

*New York City, U. S. A.:*  
**DAN A. CARROLL, Representative,**  
150 Nassau Street.

*Chicago, Ill., U. S. A.:*  
**J. E. LUTZ, Esq., Representative,**  
First National Bank Building.

*Toronto, Ont., Can.:*  
**M. W. MCGILLIVRAY, Representative,**  
182 Bay Street.

*London, England:*  
**M. A. JAMIESON, Representative,**  
17 Cockspur Street, S. W. 1.

Aug. 4, 1921

# The OKLAHOMA



## LOCAL Coverage and LOCAL Effectiveness!

There is not one of Oklahoma's principal market centers which you can afford to try to cover with other than LOCAL newspapers. It takes the superior volume of real LOCAL circulation to make the complete tie-up and put your product "over" in these important key cities of Oklahoma.

And, in using one or more LOCAL newspapers in each jobbing center, you not only COVER these main buying centers, but you cover them more EFFECTIVELY—you reach the people WHERE THEY LIVE—you minimize the difficulty of their purchasing your product. For it is a well-known fact that LOCAL newspaper advertising is always the most productive of tangible advertising response.

**MAKE EACH OF OKLAHOMA'S RIC**

# A DAILY LEAGUE

LOCAL newspaper advertising implies that there exists ample LOCAL distribution. The reader knows that he can get the product advertised at his local stores. This has its big selling advantage, as every good merchandiser knows. Therefore, use LOCAL newspaper advertising in each key city for TWO reasons: Because it is the only way to reach a PAYING number of the purchasers, and because it more readily produces the local buying impulse.

Write us for latest facts on Oklahoma's main market centers, and for details of the plan that will give you real newspaper COVERAGE in Oklahoma.

## OKLAHOMA DAILY LEAGUE

Address: Tribune Bldg., Tulsa, Okla.

### MEMBERS:

|                       |                         |               |
|-----------------------|-------------------------|---------------|
| Bartlesville Examiner | McAlester News-Capital  | Oklahoma News |
| Enid News             | Muskogee Phoenix        | Shawnee News  |
| Lawton Constitution   | Muskogee Times-Democrat | Tulsa Tribune |
| Lawton News           |                         | Tulsa World   |

### SPECIAL REPRESENTATIVES:

The above Oklahoma Daily League newspapers are represented individually by the following "Specials":

|                            |                    |                      |
|----------------------------|--------------------|----------------------|
| John M. Branham Co.        | Finucan & McClure  | Payne, Burns & Smith |
| Bryant, Griffith & Brunson | Ford-Parsons Co.   | Scripps Newspapers   |
| Oscar G. Davies            | E. Katz Agency     | S. C. Thies Co.      |
| Robert E. Douglas          | G. Logan Payne Co. | Robert E. Ward       |
|                            | Frank R. Northrup  | Wm. D. Ward          |

A RICH MARKETS PAY YOU

As Judge Hand said in the course of this same opinion: "The single question, as I view it, in all these cases is merely one of fact: What do the buyers understand by the word for whose use the parties are contending? If they understand by it only the kind of goods sold, then, I take it, it makes no difference whatever what efforts the plaintiff has made to get them to understand more. He has failed, and he cannot say that when the defendant uses the word he is taking away customers who wanted to deal with him, however closely disguised he may be allowed to keep his identity. So here, the question is whether the buyers merely understood that the word 'Aspirin' meant this kind of drug, or whether it meant that and more than that: i. e., that it came from the same single, though, if one please, anonymous, source from which they had got it before."

Boiled down, Judge Hand's answer to that question of fact was as follows: Unquestionably the drug trade and the medical profession understand that the word "Aspirin" means acetyl salicylic acid from a certain source of manufacture. But to the general public "Aspirin" means merely a certain kind of drug. Druggists and physicians can specify the drug by use of its technical name, and do not need the word "Aspirin" for the purpose; but the public would be at a loss to describe what was wanted without the use of the coined word. Therefore, in selling to the trade, the United Drug Company must not use the word "Aspirin," but must mark its shipping cases "Acetyl salicylic acid," and must refer to the product thus in all correspondence, invoices, etc. The retail druggist, however, may sell the product as "Aspirin" to the general public, and the contents of the shipping cases may consist of small packages of not more than 50 tablets plainly labeled "Aspirin." In other words, the retailer buys "acetyl salicylic acid" and sells "Aspirin"—except to physicians.

This unsatisfactory conclusion, from the standpoint of the Bayer Company, is based almost entirely upon the record of the company's own acts. Originally introduced as an "ethical" remedy, the product was at first advertised to the medical profession and the drug trade only, and it was plainly stated that "Aspirin" was the trade name for the acetyl salicylic acid manufactured by a certain company. During this early period it was sold in powdered form only, and dispensed by prescription. Physicians used the term "Aspirin" or "acetyl salicylic acid" interchangeably.

#### TWO CHANGES OF POLICY

In 1904, however, the patentee began to sell the powder to wholesale druggists, who made it up into tablets which were sold under the name "Aspirin," with the name of the tablet manufacturer added. "The tablet trade," says the summary of the facts prepared by the court, "grew to very large proportions, amounting in the case of the defendant alone in two years to nearly 16,000,000 tablets, and in the case of Smith, Kline & French in nine years to about 6,000,000. The drug proving useful, the public in time thus acquired the habit of self-medication by means of it and bought it either by fives or dozens from the retail druggists, or in bottles of 50 or 100, and possibly in some instances even more. During this period the plaintiff or its predecessors continued its former policy of addressing only the drug trade or physicians, and the public continued to have no greater information than before of who was in fact manufacturing the drug under the name 'Aspirin.'

"In the autumn of 1915, however, the plaintiff adopted another policy, and refused thereafter to sell the powder to manufacturing chemists, preferring to make up the tablets for itself. These it widely advertised by direct appeal to the consuming public, and sold in very large quantities, in small tin boxes of as few as 12 tablets

to the box. The boxes were marked as follows: 'Bayer—Tablets of Aspirin'—and on the bottom side the legend: 'The trademark "Aspirin" (Reg. U. S. Pat. Office) is a guarantee that the monoaceticacidester of salicylic-acid in these tablets is of the reliable Bayer manufacture.' The name monoaceticacidester of salicylicacid had been substituted about the year 1904 by the plaintiff as a descriptive name for the drug, the name 'acetyl salicylic acid' having been abandoned thereafter. Larger quantities of tablets or capsules, 24, 50 and 100, were sold in bottles and these all bore the words, 'Bayer—Tablets of Aspirin' or 'capsules,' and the same legend as did the tin boxes.

"This was about 17 months before the patent expired, and the wholesale chemists were obliged to sell the tablets under the make-up just mentioned or not to get them at all. When the patent did expire at the end of February, 1917, these chemists differed in their treatment of the trade-mark. Some agreed to respect it as such, while others, of whom the defendant was one, insisted that it had become a descriptive name for the drug, and that the right to use it was free to the public along with its manufacture."

#### A "CERTAIN DRUG" OR "CERTAIN SOURCE"?

As has already been indicated, there was no question in the court's mind that the company's policy prior to 1904 had established the fact that "Aspirin" was a trade-mark for a certain kind of drug from a definite source. But, obviously, such rights as were thus established could extend no farther than the medical profession and the drug trade, for the product was not advertised to the consumer, nor was it bought by the consumer except through the medium of a prescription. When the consumer did come in contact with the product it was in the form of tablets put up by one manufacturing chemist or another, without any indication that "Aspirin" was not the common,

descriptive name of the drug. Then in 1915 the company did attempt to warn the consuming public that "Aspirin" was a trademark, but this, according to the court, was quite ineffective.

"After the autumn of 1915," says Judge Hand, "the plaintiff totally changed its methods, and thereafter no tablets reached the consumer without its own name. But it is significant that even then it used the word 'Aspirin' as though it was a general term, although it is true that there was ample notice upon the bottles and boxes that 'Aspirin' meant its manufacture. The most striking part of the label read, 'Bayer—Tablets of Aspirin.' While this did not show any abandonment of the name, which there has never been, it did show how the plaintiff itself recognized the meaning which the word had acquired, because the phrase most properly means that these tablets were Bayer's make of the drug known as 'Aspirin.' It presupposes that the persons reached were using the word to denote a kind of product. Were it not so, why the addition of 'Bayer,' and especially why the significant word 'of'?

"Disregarding this, however, it was too late in the autumn of 1915 to reclaim the word which had already passed into the public domain. If the consuming public had once learned to know 'Aspirin' as the accepted name for the drug, perhaps it is true that an extended course of education might have added to it some proprietary meaning, but it would be very difficult to prove that it had been done in 17 months, and in any case the plaintiff does not try to prove it. The issue in this aspect, indeed, becomes whether during that period the word had obtained a secondary meaning, and I do not understand that any such thing is claimed. If it is, I own I cannot find any basis for it in the record. Probably what really happened was that the plaintiff awoke to the fact that on the expiration of the patent its trademark would be questioned, and strove to do what it could to re-



# What will \$50,000,000 buy?

MORE than a month ago Oklahoma farmers started threshing a fifty-million-bushel wheat crop. Agricultural authorities agree that this crop is going to market as rapidly as the grain is threshed. More than fifty million dollars are being placed in the hands of farmers now. And this crop will be followed by another productive farm crop every fortnight until December.

Oklahoma's corn crop will be the largest and best in the state's history. Farmers are rapidly becoming more optimistic. They are beginning to buy. Are you preparing to sell them?

All along, agricultural Oklahoma has been in better condition than most other states because of bumper crops in 1919 and 1920 and the income from oil leases and royalties. With money coming in from the 1921 crop, farmers are forgetting the price slump of last year. These farmers are ready to spend money for implements, automobiles, household improvements and other essentials. Are you ready to sell them?

Here, in Oklahoma, is a prosperous year-round farm market of tremendous buying power, covered by a high-type, sectional farm paper with cleanly-sold, paid-in-advance circulation. There never was a more opportune time to place your sales message before these buyers who should be your prospects.

At your disposal is an organization that will gladly help you solve your merchandising problem in Oklahoma. A few words dictated to your stenographer now will start us working for you.

# The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS, Editor

EDGAR T. BELL, Adv. Mgr.

Oklahoma City

**CIRCULATION 129,330**

A. B. C. Statement, December, 1920

National Representatives

**E. KATZ SPECIAL ADVERTISING AGENCY**

New York Chicago Atlanta Kansas City San Francisco

Aug. 4, 1921

lieve it of any doubts. Yet, had it not been indifferent to the results of selling to the consumer, it could have protected itself just as well at the time when consumers began to buy directly as in 1915. Nothing would have been easier than to insist that the tablet makers should market the drug in small tin boxes bearing the plaintiff's name, or to take over the sale just as it did later. Instead of this, they allowed the manufacturing chemists to build up this part of the demand without regard to the trade-mark. Having made that bed, they must be content to lie in it. Hence it appears to me that nothing happening between October, 1915, and March, 1917, will serve to turn the word into a trade-mark.

"The plaintiff argues that, if it is to be so treated, it is impossible to get a trade-mark for an 'ethical' remedy, which apparently means a remedy not directly advertised or sold to the public. But it must not blow hot and cold. If a manufacturer thinks it undesirable to advertise and sell drugs direct, the inevitable consequence of adhering to that standard is that no trade-mark among consumers can be acquired, because they can know nothing of it. Virtue in such cases must be its own reward, or must realize its material profits in the long cast. Moreover, the plaintiff's complaint comes now with doubtful consistency after some sixteen years of sales in one way or another without the intervention of physicians. It can scarcely claim to have been ignorant of the fact that the millions of tablets which were being sold before October, 1915, were in large part sold direct, and that, if it was not itself addressing the consumer, it had become unnecessary to do so. I do not suggest that there was the least impropriety in all this, but it appears to me to leave little ground for asserting that its superior virtue has been the cause of its undoing. Besides, however much can be made of this before October, 1915, thereafter the plaintiff certainly felt no compunctions. Now its drug was no

different then from itself in 1899; nor was there, I think, any less danger from self-medication. They had, indeed, through their admirable methods of introducing it, given it a good reputation, consonant with their own very high standing, but that seems to me rather an instance of the skill with which their business was conducted, than of scruples, which, in the light of subsequent events, they would, I should say, have always thought overstrained. But, however all that may be, they cannot, of course, get a trade-mark conditioned in fact upon directly addressing the consumer, and maintain a reputation based upon never doing so."

I have seen very few cases which illustrate so clearly the point that I am trying to make: that it is not the gentleman in black silk who establishes and limits trade-mark rights, but the owner of the trade-mark himself. Judge Hand's conclusions may be modified upon appeal to a higher court—but the decree of the highest court in the land cannot but be based upon the same schedule of facts, the same background of history which nobody can modify. The important thing is to give some thought to these matters before they become history, and provide in advance for a clear and consistent record of intention and accomplishment. This undoubtedly requires some extra effort. It may require one to give up entirely some pet notion or other. But there is no use trying to shift the responsibility onto the courts. Trade-mark protection, primarily and essentially, is not up to the courts. It is up to you.

#### Baltimore Packing House Appoints Advertising Manager

H. Lesseraux, formerly with the Baltimore *Sun*, has been appointed advertising manager of the Wm. Schluderberg-T. J. Kurde Company, meat packer, of Baltimore. This packing house is formulating plans for intensive advertising in Baltimore that is to be gradually extended to other points. All attention will be directed to the company's new brands, "Eskay Quality" ham, bacon, lard and sausage.

## An Experiment in Coal Advertising

DURING the last few months the output of American bituminous coal mines has been subnormal. This condition has come as a result of the let-down in industry. Naturally the situation has brought worry to coal mine operators. It has also caused Government officials some worry.

One coal company endeavored to see if these worries could be lifted from its shoulders by advertising. This company, the Consolidation Coal Company, wanted advertising to create a demand equal in volume to the difference existing between its present sales and the sales it had usually had at this time of the year.

This particular advertising was separate and distinct from the national advertising campaign which it had been doing for some time, which was described in PRINTERS' INK of October 28, 1920.

The experimental campaign was confined to one city, Cincinnati, and ran in newspapers.

Much painstaking attention was given to both the illustrations and copy used in this campaign. The copy had tone that made the reader feel that he must buy his coal now. It was more replete in giving reasons why coal should be bought now than the infrequent "Buy Coal Now" advertising campaigns of other days had been. The "buy now" arguments in the copy were set forth in the following manner:

"American industry consumes bituminous coal in the busy season faster than mine production or rail haulage.

"Coal shortages have resulted when industrial plants used up their coal piles without arranging for replacement.

*"The shortage of 1920 came from failure to provide for the inevitable fuel demands of the winter."*

"Today the supply of bituminous coal is ample. Transportation facilities are more than

adequate. This makes it possible for you to insure your plant from being hampered by fuel scarcity in the fall and winter months.

"You can get clean coal today, instead of the unselected ore you may have to take in a time of car shortage and undersupply.

"A ton of clean coal produces more power than a ton of ordinary coal. When you think of fuel, don't think of just coal—think of *power*. Think of Consolidation Coal, which is as clean and free of extraneous, non-fuel matter as it is possible to provide coal.

"Back of Consolidation Coal is a service of tests, selection and utilization which should interest you from the standpoint of your balance sheet.

"Industrial executives and householders are invited to communicate with this company. Early delivery means economy for you.

*"Clean Coal for the Home."*

*"Consolidation Coal is as economical for the home as for the big industrial plant. Clean coal means more heat and less worry per dollar."*

## Frank Carson in Automobile Advertising

Frank E. Carson, who was recently New England district sales promotion manager for the Goodyear Tire & Rubber Company, Akron, O., is now in charge of advertising and sales promotion for the Franklin Motor Car Company, Boston, distributor of Franklin automobiles.

## Ford Good-Will Valuation

In a statement for the year ended April 30, 1921, filed with the Commissioner of Corporations of Massachusetts, the Ford Motor Co., Inc., lists good-will as an asset of \$20,517,986. In the statement for the year ended April 30, 1920, no valuation of good-will was given.

## Hosiery Account for Alfred Austin Agency

A. V. Victorius & Co., New York, manufacturers of "Ironsox" hosiery for men, have placed their advertising account with the Alfred Austin Advertising Agency of that city.

Aug. 4, 1921

# The Michigan League



You may laugh at Main Street, if you want to, but Main Street has a greater turnover than State Street or Broadway. The American small city and its vicinity account for two-thirds of the population of the United States—and it's not a poverty-stricken two-thirds by any means. In Michigan it's a most prosperous part of the state—the eighteen cities served by the

## Michigan League of Home Dailies

|                            |                            |
|----------------------------|----------------------------|
| Albion Evening Recorder    | Monroe Evening News        |
| Big Rapids Pioneer         | Niles Daily Star Sun       |
| Cadillac Evening News      | Petoskey Evening News      |
| Cheboygan Daily Tribune    | St. Joseph Herald-Press    |
| Coldwater Daily Reporter   | South Haven Tribune        |
| Dowagiac Daily News        | Sturgis Daily Journal      |
| Ionia Sentinel Standard    | Three Rivers Commercial    |
| Manistee News Advocate     | Traverse City Record Eagle |
| Marshall Evening Chronicle | Ypsilanti Press            |

**MICHIGAN FACTS**—Michigan produces more salt than any other state—Its supply will last the world 30,000,000 years.

# group of Home Dailies

This is an association of eighteen newspapers in eighteen small cities of Michigan. It is a unique organization.

Not one of the newspapers has a circulation over 5000. Every one is an evening newspaper. Each is exclusive in its field.

They buy many of their supplies as a unit. They unite in one foreign representative, with headquarters in Chicago and a branch in New York.

These newspapers, and these cities, have no equals, as a group, anywhere in the United States. The cities are leaders in prosperity, as the figures show. The papers are leaders in service, as the records show.

## The Michigan League of Home Dailies

has a total home delivery circulation of 26,248, in cities with a total population of 125,327. No other group of newspapers and cities can duplicate these figures.

No matter where a man buys, his profitable reading is done at home. And the true home is the outstanding feature of the American small city, just as prosperity is the outstanding feature of the home in the Michigan small city.

If you want to reach the best group of buyers in America, advertise in the Michigan small town.

**H. EDMUND SCHEERER**

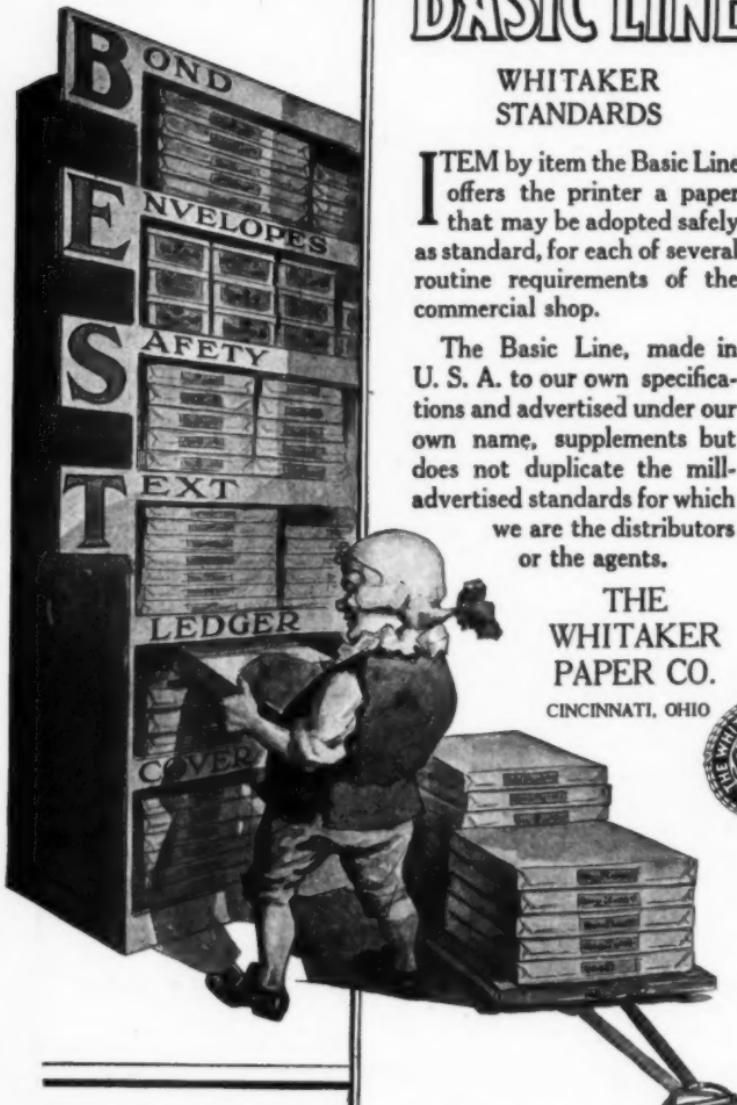
*National Advertising Representative*

MARQUETTE BLDG., CHICAGO

New York Office: 30 East 42nd Street

- - - - R. R. MULLIGAN

Aug. 4, 1921



**DIVISIONAL HOUSES**—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, Indianapolis, New York, Pittsburgh, St. Paul.

**BRANCH HOUSES**—Columbus, Richmond.

**SALES OFFICES**—Akron, Buffalo, Charleston, W. Va., Chattanooga, Tenn., Cleveland, Colorado Springs, Grand Rapids, Mich., Kalamazoo, Mich., Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Portland, Me., Providence, Salt Lake City, Springfield, Mass., Syracuse, N. Y., St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn., Worcester, Mass., Toledo, Ohio, Birmingham, Ala.

# THE BASIC LINE

WHITAKER  
STANDARDS

ITEM by item the Basic Line offers the printer a paper that may be adopted safely as standard, for each of several routine requirements of the commercial shop.

The Basic Line, made in U. S. A. to our own specifications and advertised under our own name, supplements but does not duplicate the mill-advertised standards for which we are the distributors or the agents.

THE  
WHITAKER  
PAPER CO.

CINCINNATI, OHIO



# When Dealers Want the Credit for Making Your Goods!

Orinoka Mills Work Out Way to Retain Identity, Even When Tags and Labels Are Removed

By Donald MacLean

**S**UPPOSE you were the manufacturer of a line of high-class products, and your leader, the one capable of developing the largest sale, and because of its spectacular qualities the one which most effectively lent itself to advertising, could not be identified as yours. What would you do?

Suppose, in addition to that handicap, dealers in general neglected to feature your sweeping guarantee, which was one of your strongest selling points, and at the same time persisted in removing every trace of identification which stamped the product as yours. What method would you follow to establish your brand and make profitable advertising possible?

That, briefly, is the experience of the Orinoka Mills with their draperies and upholsteries, and while they have not entirely cleared the sales track of impediments, they have succeeded in securing a satisfactory volume of business and are developing dealer good-will that is gradually flattening sales resistance and the management has confidence that the firm is working along sound business methods, which will solve its major difficulties. Their experience is illuminating.

These are the details. A few years ago the coloring department of the Orinoka Mills perfected a method of dyeing vegetable fabrics in a way that made them proof against fading, either from sunlight or washing. The dyes used were of German manufacture, but the secret process of mixing and applying the colors was such that it produced results that the German dyemakers could not duplicate. So extraordinary were these methods that at one time the Germans sent their investigators all the way to the Orinoka Mills in Philadelphia to learn

the secret. But owing to the vigilance of the manufacturer the mission ended in complete failure.

This process of unfadable coloring has enabled its inventors to bring out some exceptional draperies and upholsteries which are sold under the following unlimited guarantee: "These goods are guaranteed absolutely fadeless. If color changes from exposure to the sunlight or from washing, the merchant is hereby authorized to replace them with new goods or refund the purchase price."

#### NO PERMANENT IDENTIFICATION TAG

The nature of the fabrics makes it impracticable to trade-mark them in a permanent manner. Tags carrying the above guarantee and attached labels bearing the manufacturer's name and trade-mark are made part of every bolt of the goods sent out, but in a large number of stores all marks of identification are promptly removed. While the guarantee is a potent factor in selling the fabrics, many of the large stores—especially those in New York—prefer to make their own terms of sale and to assume full responsibility for quality. Hence the destruction of all tags, labels and other marks of identification, including the ironclad guarantee. Clerks even pretend ignorance when the Orinoka products are asked for under the manufacturer's name.

Another difficulty is that "tubfast" and "sunfast" have come to have a peculiar trade significance, quite different from their literal interpretation. Both stores and buyers use the terms to indicate "near" fast colors—those that do not fade so easily as the poorest dyes. So when "Orinoka sunfast" goods are asked for, almost any

Aug. 4, 1921

make is offered with the assurance that it is sunfast, when it is not of the Orinoka make. Clerks say with great solemnity and a world of assurance, "Oh, yes, this is sunfast," and the usual result is that it is bought with the incorrect understanding that it is Orinoka sunfast.

There is a general belief founded upon long experience that only a few colors can be made fadeless. It is to break down that erroneous belief that is the purpose of a great deal of the Orinoka copy, and many of the results of that copy are nullified by the attitude of the dealers and their clerks. That is less true of other parts of the country, however, than of New York.

Subsequent fading of so-called sunfast colors further tends to convince the buyer that "they are all alike" and that all *do* fade. The high price of the Orinoka products is a handicap to their sale, and a very serious handicap it is when the advantage of an unfading color, positively guaranteed, is not offered as a reason for the higher price.

Still another reason why this particular class of fabrics is not more widely sold is that, being expensive, many housewives of moderate means refuse to buy, anticipating that within a few months the sun will so fade the colors that the drapes will have to be discarded. Smaller stores have failed to see the added opportunities which a fadeless drapery would provide. They have even complained to the Orinoka representatives that they haven't many customers for such expensive draperies, and if they wear forever there is likely to be a long time between sales. Such storekeepers haven't the vision to see that the number of customers will greatly increase as housekeepers learn that they can buy a drapery that will wear almost indefinitely without fading. The initial cost seems less burdensome, when there is a guarantee that fading will not make replacement necessary. Also when there is a possibility of making a color scheme for a room permanent, the

idea is much more seductive than if the buyer has to contemplate the early replacement of draperies and portieres with a harrowing possibility of being unable to secure her chosen color.

#### SMALLER STORES ALIVE TO HELP OF NATIONAL ADVERTISING

The great advantage of selling the small and medium-sized stores is that they are glad to take advantage of the national advertising which the Orinoka Mills are doing. Also the dealer helps, and the selling advantage of the iron-clad guarantee are valued and used by most stores outside of the metropolis.

Decorators in fashion centres, specialty shops, and the specialist in charge of draperies and upholsteries of many of the metropolitan stores delight in special designs and custom-made furnishings. Many of them prefer to handle Orinoka products as "imported," or as something designed and woven to their order. To offer widely advertised fabrics seems to them to detract from their prestige.

In many other high-class stores, draperies and upholsteries are handled as part of a department. There the man who can use stock fabrics and produce attractive decorations for the house, varying the effects with each room, is the good salesman. The Orinoka advertising and sales department has cultivated that class of business and in doing so has used some unusual display copy.

Draperies for the ordinary sized living-room windows were designed with as many as four distinct fabrics, and rivaled some of the special creations in variety and attractiveness of structure. These were presented in full colors through trade paper advertising. Also proofs were printed with blank space for each store's imprint and were furnished to customers for distribution at just half the actual cost. These showed the completed window in colors and also a close-up of each fabric in color.

Not only did it give the local store some practical lessons in

# What do you Expect *from* Your Printer?

## "Sales Ideas"

HELPFUL indeed is the printer who goes a step further than technicalities and grasps the ultimate aim of most printed literature—to sell goods.

In this respect, Goldmann Service is helpful beyond the ordinary. In our personnel are men with "printing-plus-advertising-plus-sales" sense. In co-ordinating type, illustration and copy into an effective sales-message, Goldmann Service can help you immeasurably.

**ISAAC GOLDMANN COMPANY**

*Printers Since Eighteen Seventy Six*

EIGHTY LAFAYETTE STREET NEW YORK CITY

TELEPHONE FRANKLIN 4520



draping windows, but it showed them just how the draperies could be sold in larger amounts. While these were stock designs, they permitted of a good deal of elasticity in adaptation, and helped many furniture and department store salesmen of the smaller cities to local fame as drapery designers. Incidentally they sold a much larger amount of material from the Orinoka Mills than before that firm developed said salesmen into "experts."

Continuous advertising in national mediums also is beginning to have some effect on the larger stores. Readers are advised that if they want the genuine Orinoka sunfast and tubfast colors, they must specify Orinoka and ask to see the guarantee label which is attached to every bolt of the genuine. Pictures of the guarantee tag are reproduced in the advertising, and buyers are warned against substitutes not bearing the tag.

#### GENERAL CAMPAIGN WILL FEATURE BRAND NAME

The advance layouts are ready for a series of advertisements in color to be run in a select list of magazines, which will carry out the decorative features of draperies the same as were presented in the trade magazine advertising. Also many delicate tints and hues will be presented in connection with the guarantee against fading. It is thought that that will be effective in finally breaking down the superstition about delicate colors not being able to withstand sunlight. The full name, Orinoka Fadeless, will also be emphasized to help shoppers avoid substitution.

Ample assurance is given all dealers that they will be protected in interpreting the terms of the guarantee liberally, and in making full restitution in case of any just complaint. It is such a strong selling argument that the manufacturers want it used without qualifications or limit. That is why dealers are especially assured of full protection on every sale.

Dealers in some sections of the country have become skeptical about paying money or passing

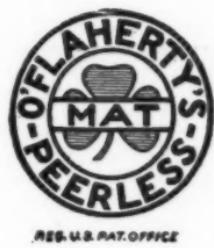
out goods on the advertised promise of an advertiser which is not covered by a specific contract. Fred Mantor, advertising manager of the Hale department stores of San Francisco and San Jose, recounts unhappy experiences which merchants of the West have had in giving out goods, or selling them at a reduction, as provided by the manufacturer's advertising, only to find that the manufacturer, under one pretext or another, refused to make good to the stores that had carried out the advertised promises.

#### DEALERS DISARMED

Probably for every case of that kind a hundred or more could be found where the advertiser has been defrauded by dealers selling sample packages which were furnished them gratis for free distribution, collecting unredeemed coupons, etc. However that may be, the Orinoka company makes its guarantee so broad and backs it up so liberally that there can be no excuse for any dealer not using it to the limit to help make sales.

Of course the easy way would have been for the company to sit supinely waiting for its excellent products to develop their own demand, on the principle that "you can't keep a good man down" and that, "the public will beat a path to your door" to buy your fadeless colors when you have a larger variety than your competitors. But the management of the Orinoka Mills was not content to depend on keeping processes permanently secret to maintain a lead over competitors.

Furthermore, the management was not content to let the business follow the slow, but reasonably sure, natural growth that might come through the efforts of department and furniture store clerks to sell Orinoka products. Advertising will be widely employed to make the products so well known that unwilling dealers will not find it profitable to deny their identity. "Orinoka Sunfast" is to be made the one phrase that represents unfadable draperies and upholsteries. More advertising, much of it in color, is to accomplish the result.



## Figure it the Other Way

Suppose you had been using mats regularly but decided to change to electrotypes. Would you be willing to pay 400% more?

### O'FLAHERTY'S PEERLESS MATS

ELECTROTYPEs - STEREOTYPEs

give results comparable with  
the best electrotype and save  
you that 400%.

*We also make quality  
electrotype and stereotypes*

**Made by O'FLAHERTY  
225 West 39th St. New York.**

Aug. 4, 1921



Courtesy The Kuhn-Furthner Co.

# Printers' Ink Monthly

August, 1921

## TABLE OF CONTENTS

|                                                                                                         |                                                                              |    |
|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|----|
| IT IS EASIER TO MAKE ADVERTISING PROGRESS DURING PERIODS OF BUSINESS DEPRESSION...<br>John Allen Murphy | GUIDE POSTS TO GOOD ADVERTISING (Part II)...<br>Ernest Elton Collier         | 31 |
| KODAK'S FIGHTING FRONT THIS YEAR.....<br><i>An Interview with L. B. Jones</i>                           | FOREIGN PACKAGES IN DOMESTIC TRADE.....<br>L. Dodson                         | 33 |
| CAN ADVERTISEMENTS SELL BY STANDARDIZATION?.....<br>Mac Martin                                          | WHAT IS AN ADVERTISEMENT?.....<br>Benjamin H. Jefferson                      | 36 |
| WHAT KIND OF A BOSS ARE YOU?.....<br>Roy Dickinson                                                      | MORE SALESMAN ZOOLOGY.....<br>Ray Giles                                      | 36 |
| SEASIDE SALESMENT.....<br>C. P. Russell                                                                 | LETTERS FROM FARMERS MAKE EFFECTIVE SALES<br>ARGUMENTS.....<br>Oscar De Camp | 37 |
| HOW BIG BIRD, CONSERVATION PLANT WAS BUILT<br>BY MAIL.....<br>G. A. Nichols                             | GETTING THE CONSUMER TO EXPAND HIS BUYING<br>UNITS.....<br>Wilbur Perry      | 39 |
| EASY MONEY.....<br>J. R. Sprague                                                                        | ABOUT BEING INTERESTING.....<br>Fred C. Kelly                                | 42 |
| SELLING SEPS.....<br>Martin Hastings, Jr.                                                               | HUMAN INTEREST IN THE WINDOW DISPLAY.....<br>E. M. Wickes                    | 44 |
| BUILDING A REPUTATION FOR AUTHORITY BY PROFESSIONAL SERVICES TO CUSTOMERS.....<br>C. B. Larabee         |                                                                              |    |

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→ "It's Easier to Make Advertising Progress during Periods of Business Depression"

Many manufacturers make their greatest strides during times of business depression. Fewer concerns are bidding for the business to be had. Trade channels are less crowded. Fewer advertisers are clamoring for the attention of the buyers. The manufacturer who is going to be big tomorrow is the one who steps in now and advertises to the limit. Why, business is still 80 per cent normal! Who is getting the big share of that 80 per cent? John Allen Murphy tells who are getting this business and why they get it in this constructive article.

→ "Kodak's Fighting Front This Year"

The Eastman Kodak Company is meeting the prospect for slump during the present year by an advertising appropriation 50 per cent larger than that of last year. How this money is being spent is the subject of an interview with L. B. Jones, advertising manager of Eastman. There is a number of interesting suggestions for the hesitating manufacturer, and a description of one of the most comprehensive systems of direct-mail publications being used by any company in the United States. Back of it all there stands a firmly founded faith in the power of advertising.

→ "Selling Sets"

Too many new designs are just as bad for a business as too few. The average retailer is swamped with new designs before he has really found a market for the old ones. Some concerns recognize this fact and bend their efforts to manufacturing a few good designs, getting out new ones just often enough to keep the line going as it should. Then they back their designs, both new and old, with all the force of their advertising and selling organizations. This is a mighty good way of getting new customers, and—better than that—of holding the old ones. Best of all, it is a sure way to increase sales. There is a big merchandising idea back of this policy, and Martin Hastings, Jr., has investigated the situation and uncovered the idea. What it can mean to the manufacturer who has never tried it and what it has meant to the manufacturers who have are brought out in a searching and timely article.

→ "Seagoing Salesmen"

How would your salesmen like to get up at four o'clock in the morning, summer and winter alike, Sundays as well as weekdays? How would they like to make their headquarters on a small launch tossing on the waters of New York's outer harbor? How would they like to climb the ice-crusted ladder of a big liner during a storm and state their proposition through a megaphone into the teeth of a gale? That is what the salesmen of the Morse Dry Dock and Repair Company do—and they seem to thrive on it. C. P. Russell describes the methods and life of the seagoing salesman—and tells how repairs are sold to ocean liners even before they are really in New York Harbor.

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Aug. 4, 1921



## To Display Your Samples

No better stock made than Hammermill Cover—and its price will interest you.

Write for samples, showing variety of color and finish. Hammermill Paper Co., Erie, Pa.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all  
Direct-by-Mail Advertising*

# How Direct Advertising of Goods Can Help Catalogue

**Montgomery Ward's Farm Paper Campaign to Sell Tires Shows Interesting Angle of Mail-Order Merchandising**

**MONTGOMERY WARD & COMPANY** are putting on a general farm paper campaign in behalf of a special line of automobile tires and tubes. The purpose of the advertisements is to sell the smaller sized tires direct. Prices are quoted and an order coupon printed. Farmers and others wanting larger sized tires are asked to send for a copy of Ward's mid-summer catalogue, which contains price quotations, not only on tires and tubes, but on a general line of mid-summer merchandise.

Thus the advertisements serve the double purpose of selling specific goods and at the same time producing requests for the catalogue. It has two edges so far as the catalogue interests are concerned. If a person orders his tires or tubes direct his name automatically goes on the mailing list and he gets a copy of the mid-summer book as promptly as if he asked for it.

When a retail mail-order house has a large and varied stock of goods a request for a catalogue is almost as welcome as an order for an isolated item of merchandise. The real purpose behind the advertising, therefore, is to get good circulation for the catalogue.

It has been abundantly proved that the mail-order houses can advertise merchandise and prices profitably. The direct sales made usually justify the effort and expenditure of money. But, considered in the light of producing catalogue requests, the advertising may be said to increase many fold its natural selling power.

The present Montgomery Ward advertising is an improvement on the old kind that talked only of the catalogue or offered merchandise exclusively. The values on the smaller makes of tires are supposed to be so apparent that automobilists driving larger cars

will want copies of the catalogue to read about tires in which they are interested. And then, even though one may not want to buy tires at all, the advertisement conveys a subtle price appeal in behalf of the other merchandise listed in the catalogue.

## Pan-American Postal Congress to Meet

The second Pan-American Postal Congress will be held in Buenos Aires August 10. The first Congress was held in Montevideo ten years ago.

At the Buenos Aires meeting the United States will be represented by O. K. Davis, secretary of the National Foreign Trade Council, and by Edwin Sands, superintendent of the Division of Foreign Mails.

Short-rate postage will be one of the important matters to be discussed. Some reciprocal arrangement is hoped to be made so that the domestic postage of each country will carry a letter to the country of address without applying the international postage rate which is higher. In this connection it is planned to secure some agreement that all letters bearing at least one rate of postage, or rather the minimum amount of postage, may be forwarded and the deficient postage collected at destination. If this can be done it will greatly relieve the annoyance to recipients of short-paid letters who are now compelled to pay a double rate of postage before receiving their mail.

## New Accounts with Biel Agency

The Edward J. Biel Company, New York, advertising agency, has obtained the account of The H. C. Witwer Stories Productions, Inc., New York, a new motion-picture corporation. Trade papers will be used. This agency also added the account of the United Body Corporation, Rahway, N. J., maker of custom-built and special automobile bodies. A direct-by-mail campaign is now in progress.

## Charles A. Taylor in New Position

Charles A. Taylor has been appointed general sales manager of the Disco Electric Manufacturing Company of Detroit. He was formerly sales manager of the Van Briggle Motor Device Company of Indianapolis.

## Refused One Million Dollars for Its Name

"We were offered one million dollars for the name DeLong. We wouldn't take it—nor would we take many times that amount." The DeLong Hook & Eye Company, Philadelphia, makes this statement in its business paper advertising.

After giving this news to retailers the company in the same advertisement sets forth the argument that if the name is worth "more than a million dollars to us, it is worth something to every dealer that sells DeLong notions."

## Retail Secretaries to Meet at St. Louis

The sixth convention of the National Association of Retail Secretaries will be held at St. Louis, August 11 and 12. K. F. Niemoeller, manager of the Associated Retailers of St. Louis and first president of the association, is in charge of the programme for this convention.

One of the chief matters to be discussed at the St. Louis convention will be a plan for a nation-wide campaign for membership. The association now has a membership of 165.

## Automobile Association Plans Campaign to Reduce Accidents

The Philadelphia Automobile Trade Association is planning a campaign to educate the public so as to reduce the number of accidents. The slogan "Make Our Streets Safe for Travel," has been adopted. Louis C. Block, president of the association, has sent a questionnaire to each member, asking for suggestions. These suggestions will constitute the basis of the campaign. The Department of Safety promises co-operation.

## Joins Indianapolis Agency

U. S. Young, formerly district sales manager of the Hart-Parr Tractor Co., has joined the staff of the Field Advertising Service, Indianapolis. Mr. Young will act as copy and merchandise advisor for the automotive and farm paper accounts.

## Directs Independent Pneumatic Tool Advertising

The advertising department of the Independent Pneumatic Tool Co., Chicago, maker of "Thor" pneumatic and electric tools, is again being directed by Frank F. Leavenworth, who was formerly in charge.

## Heads La Meda Manufacturing Company

Jess H. Wilson, formerly general sales manager of The Pompeian Company, Cleveland, has been elected president of the La Meda Manufacturing Company, Chicago.

## Undimmed by Time

BUFFALO, N. Y., July 18, 1921.

### *Editor of PRINTERS' INK:*

The question has often occurred to me as to whether a magazine loses its utility with time.

Before me I have a copy of PRINTERS' INK of Jan. 22, 1914, and have just finished reading the article entitled "Effect of Advertising on Price and Quality of Goods," and I wish to state that in the case of PRINTERS' INK, the value of the articles (timely though they may be when printed) improves with age.

"The Significant Price History of Grape Juice," by E. T. Welch, is an interesting reading now as it was seven years ago.

G. R. GREEN.

## Offers to Rent Building to Stimulate Its Erection

Ryerson W. Jennings, a Philadelphia hotel man, in a hundred-line advertisement, offers to rent one-half of any office building that may be erected in the city for hotel purposes—regardless of size—for rooms only. *No cooking!* He suggests that it be called the Jefferson Building, in view of the proposed sesqui-centennial of 1926.

## New Account with Chatham Agency

The O. & W. Thum Co., of Grand Rapids, Mich., maker of Tanglefoot fly paper, has placed its advertising of a new product, "Tanglefoot" roach and ant powder, with the Chatham Advertising Agency, New York.

## Humanizing the Post Office

E. A. Purdy, postmaster at Minneapolis, has ordered that all drivers of parcel post wagons permit mothers to weigh their babies daily, provided the babies are brought to the parcel post wagon scales.

## R. C. Greer Joins R. N. Hutchinson & Co.

Robert C. Greer, formerly sales promotion manager for the Dodge Motor Car Company, Philadelphia, has joined R. N. Hutchinson & Co., of Philadelphia, dealer-help display advertising.

## William Lilly Is Made Sales Manager

William Lilly, formerly of the Lilly Varnish Company, Indianapolis, has been made sales manager of the A. Burdiss Company, paint and varnish manufacturers of that city.

A new advertising service organization, The Advertisers' Service Bureau, has been established at Baltimore, Md., by W. A. Jackson.



## INK Gets the ?

**T**HREE are twenty-five base ball players on the New York American team, but—Babe Ruth gets the attention! Babe Ruth because he's for himself more publicity than any other 50 ball players get. There are other "Yanks" who are great ball players—they must be to stay in the big league, but their names seldom appear in larger than eight point type in body of copy.

In order to force attention, you must do or create something effectively different. Have you the appropriation to purchase the finest art work, the most expensive of paper stocks, the utmost in printing craftsmanship, or must you be efficiently economical in the creation of your direct mail advertising?

Pleasing, striking, effective, attention-creating—are the effects you can obtain by the use of distinctive Cleveland Folds. One hundred and ninety-one different folds are available for your selection—all the old so-called standards that any folding machine can make, and 146 additional folds that no other folding machine can produce. Maybe a few sample folds, which we'll gladly send you free of charge, will help you on to a real idea. A postal card request will do.



### THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY: CLEVELAND

NEW YORK: Aeolian Building

BOSTON: 101 Milk St.

SAN FRANCISCO: 824 Balfour Building

CHICAGO: 532 S. Clark St.

PHILADELPHIA: The Bourse

# The "Made in U. S. A." Movement

Importance of Tag Showing Origin Does Not Seem So Great as It Did in the Early Days of the War

LEVER BROTHERS COMPANY  
CAMBRIDGE, MASS., JUNE 28, 1921.

*Editor of PRINTERS' INK:*

Sometime about 1914 or 1915, according to the writer's recollection, there was a movement on foot to have a standard "Made in U. S. A." tag or stamp put on shipping cases of products manufactured in this country.

We wonder if you have anything in your files pertaining to this subject and if you can furnish us with the address of the association or body which fostered the idea. We wish to obtain samples of the gummed labels which were made up by various concerns if such a thing is possible. We will greatly appreciate your assistance.

LEVER BROTHERS COMPANY,  
ERWIN B. THOMAS.

THE "Made in U. S. A." movement was a product of the early days of the war when, as the greatest neutral nation, we seemed in a position to inherit a goodly share of the export trade of both sets of belligerents. It was assumed—upon what evidence appears not—that the slogan "Made in Germany" was of vast importance in building up the Empire's export trade, and that therefore a similar slogan would be of immense service to us. Just who originally put forward the idea it is impossible to say, and it was agitated at one time or another by so many different associations, chambers of commerce and the like that the list of its sponsors would be a long one. Perhaps the most active of all was the Detroit Board of Commerce, which in conjunction with the Adcraft Club of Detroit offered, and paid, a prize of \$500 for the best design for a "Made in U. S. A." brand or trade-mark.

In January, 1915, PRINTERS' INK published a symposium of opinions from such men as J. Ogden Armour, George Eastman, Jeremiah Dwyer, Seth E. Thomas, and many others, which pretty clearly pointed out that unless the use of the slogan could be confined to manufacturers of quality products only, its adoption would prove harmful rather than helpful

to the standing of American goods abroad. As time went on the impossibility of thus restricting the mark became more and more apparent, and it became evident that the very persons who would be the first to fly such a mark for refuge would be the manufacturers of inferior and "shoddy" goods. So far as any public agitation was concerned, the movement was practically dead by the time we entered the war. Many individual concerns, and some associations, did adopt "Made in U. S. A." symbols of their own, some of which are still being used. But the impossibility of making a general mark of origin carry any significance of quality eventually put a quietus upon schemes for a "national trade-mark."

A reading of some of the arguments which were seriously advanced for the "Made in U. S. A." slogan as a general export panacea would show how far we have advanced in wisdom during the past six years. A few rude voices were raised even then in warning that the securing of foreign trade depended upon something more than passing resolutions and standing "shoulder to shoulder." But for the most part we took an extremely naive view of the matter, as the arguments for the "Made in U. S. A." slogan indicate. PRINTERS' INK was more than once taken quite severely to task on account of its refusal to endorse wholeheartedly the arguments of the enthusiasts.

"We must learn," said Frank L. Coes, president of the Coes Wrench Company, in PRINTERS' INK for January 21, 1915, "to make brass padlocks that weigh three pounds too much, hoes that are a man's load to carry, copper kettles that are as heavy as the one Governor Carver cooked his first Thanksgiving pudding in, tweeds that won't wear out until they are worn colorless, shoes that fit square feet, and harness

Some one has said that the kind of circulation a newspaper has can be judged by the kind of classified advertising it carries.

### Connecticut—For Sale or Rent

#### GREENWICH

AT BELLE HAVEN, 1½ mi. from sta., house has 5 bedrms., 2 baths; 3 servants' rms. and bath; garage; 1 acre; \$45,000. LAURENCE TIMMONS, Greenwich.

BELLE HAVEN—Modern house, 6 bedrms., 3 baths; 3 servants' and bath; about 1 acre; \$65,000. LAURENCE TIMMONS, Greenwich.

FOR SALE—Greenwich, English manor residence, 16 rooms, 1 acre, garage; rent furnished \$5,000; sale \$55,000. THOMAS N. COOKE, Smith Building.

FOR SALE—Brick house, 25 acres, Sound view; price \$200,000. THOMAS N. COOKE, Smith Building, Greenwich, Conn.

FURNISHED house to rent for winter months; about 10 min. walk from sta.; 6 bedrms., 4 baths, 4 servants' rms. and bath; garage; 2 acres; \$500 mo. Laurence Timmons, Greenwich.

GREENWICH—Farmhouse, country; 12 rms., 3 baths, outbldgs.; \$50,000. A1738. LADD & NICHOLS, G'wich, Conn. Tel. 1717.

GREENWICH—Large house, nr. town, 12 rms., 3 baths, garage; \$40,000. 128. LADD & NICHOLS, G'wich, Conn. Tel. 1717.

GREENWICH—Modern; beach rights; 15 rms., 5 baths, garage; Sound view; \$60,000. A2103 LADD & NICHOLS, G'wich, Conn. Tel. 1717.

GREENWICH—Modern, colonial; 8 acres, 14 rms., 4 baths, garage, quarters; \$65,000. 2222. LADD & NICHOLS, G'wich, Conn. Tel. 1717.

GREENWICH—Perfect site; modern; 15 rms., 5 baths, garage; \$75,000. 1374. LADD & NICHOLS, G'wich, Conn. Tel. 1717.

GREENWICH—27-acre farm; 10 rms., barn; Sound view; \$50,000. A1830. LADD & NICHOLS, G'wich, Conn. Tel. 1717.

MODERN Colonial house on 3 acres, beautiful high ground in Rock Ridge sect., 4 bedrms., 2 baths; 2 servants' rms. and bath; garage; \$50,000. LAURENCE TIMMONS, Greenwich.

We shall be glad to have this test applied to the Evening Post. The above are a dozen typical advertisements under one sub-heading in our July 25th issues.

## New York Evening Post

120th YEAR

L. D. FERNALD, MANAGER OF ADVERTISING

that tires the horse before he begins to work. We must learn to pack it so that nothing short of the wrath of God or dynamite will damage the cases, and we must complete our financial arrangements to meet the customs that have been established by a subsidized banking system and a paternal government that had an end in view.

"A general 'Made in U. S. A.' trade-mark is as impossible as a universal trade-mark would be for the makers of breakfast food or watches or shoes. And no one would ever consider suggesting such a thing to the makers of those articles."—[Ed. PRINTERS' INK.]

### Newspaper Campaign for National Grocer Co.

The Arnold Joerns Company has been selected to handle the advertising of the National Grocer Company Mills, Detroit.

Newspaper campaigns on Pathfinder Orange Pekoe tea, Lighthouse coffee, Lighthouse Japan tea and Table Talk coffee are being planned and will appear in sixteen cities in the States of Michigan, Illinois and Indiana,

### Hotel Association May Form a Travel Bureau

At the annual meeting of the American Hotel Association at Chicago last week a committee was appointed to consider the question of establishing a Bureau of Travel for the Association. Advertising will be one of the functions of this bureau. A meeting of this committee will be held in September.

### Will Advertise New Ventilator

The W. W. Sly Mfg. Co., Cleveland, is bringing out a new product, the Mack ventilator for industrial buildings, hotels, schools, etc. This product will be advertised in business and architectural papers. The account is being handled by Lee E. Donnelley & Company, Cleveland advertising agency.

### E. D. Ring Joins Providence Agency

E. D. Ring has been made manager of the copy department of the Larchar-Horton Co., Providence, R. I., advertising agency. Mr. Ring was recently with The Herald Press, Limited, of Montreal. He was previously with Walter B. Snow & Staff, Boston.

Hyde Brothers, printers, Marietta, O., have established an advertising service department. H. Rennard is manager of this new department.

### New York Club Has First Golf Tournament

Offering an opportunity for everyone to win a prize, golfer or not, the New York Advertising Club held its first golf tournament at Haworth, N. J., on July 27. From a large entry list the following emerged as flight winners: C. P. Johansen, V. S. Anderson, William H. Beers, A. H. Van Duzer, William Delaney, Frank Kaus, Alan L. Eggers, Gilbert T. Hodges, J. C. Hindle, Seymour B. Field, John Budd, Arthur Shaw, Jr., W. W. Ferrin, William S. Freeman, Max Landay and A. F. Nagle.

The low net winner was J. C. Hindle.

Among those who won blind bogey prizes were: William F. Haring, F. C. Coleman, H. L. Walker, Max Sachheim, William Bliss, Ralph Trier, J. Frank Smith and R. L. Perkins.

### Vinegar Industry to Have Publication

*The American Vinegar Industry* is the name of a new monthly publication, the first number of which is to be dated September, 1921. It will be published by The Avi Publishing Company, New York, and will be devoted to the manufacturing of cider, wine, malt, vinegar, mustard, pickles, horse radish, sauces and other condiments in which vinegar is used. The officers of the publishing company are: President, C. L. Kehrer; vice-president and treasurer, C. S. Borin; secretary, J. B. Pearman.

### New Shipping Board Advertising Manager

D. Earl Brundage, formerly with Lord & Thomas, and more recently with Erwin, Wasey & Co., Chicago advertising agency, has been appointed advertising manager of the United States Shipping Board. Mr. Brundage succeeds Herman Laue.

Mr. Brundage at the request of Chairman Lasker, has started a survey of the Shipping Board's advertising situation. When this survey is completed the advertising policy of the board will be decided.

### Will Join Standard Rate & Data Service

Richard A. Trenkmann, formerly Western advertising manager of the Atlas Portland Cement Company, will shortly join the Standard Rate & Data Service, Detroit, as advertising and sales promotion manager.

### Leon P. Dutch with Fonda-Haupt Agency

Leon P. Dutch, recently New England representative of *Woman's Home Companion* for the Crowell Publishing Company, has joined the Fonda-Haupt Company, Inc., New York, as vice-president.

An artificially high *price* can no longer be depended upon to give the *impression* of quality.

The *value* must be in the *goods* —and if the price is low, so much the better.

If you agree that this applies to advertising media, as well as merchandise, you will include *Farm and Home* in your plans.

*FARM AND HOME* reaches and influences the right sort of farmers at *LESS COST* than any paper in its class. Ask for chart showing trend of farm paper rates.



*The National Magazine of Rural Life*  
**PHELPS PUBLISHING CO., Publishers**

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago 461 Fourth Avenue, New York  
Oneida Building, Minneapolis, Minn.

Aug. 4, 1921



*Recent Masterpieces*  
OF  
**PRINTED SALESMANSHIP**

Marshall Field & Company  
CHICAGO, ILLINOIS

*"Man and His Wardrobe"*

Victor Talking Machine Company  
CAMDEN, NEW JERSEY

*"Victrolas in Period Style"*

Shaker Heights Improvement Company  
CLEVELAND, OHIO

*"The Shaker Heights Subdivision"*

National Park Bank  
NEW YORK

*"The Doorway"*

Ginn & Company  
BOSTON, MASS.

*"Quality and Cost"*

In each instance the paper selected for this varied  
and notable list of Commercial Publications was

**DEJONGE ART MAT**

*Distributors in all principal cities  
Write to us for printed samples*

**LOUIS DEJONGE & CO.**

69-73 DUANE STREET NEW YORK

# Giving the Photograph an "Art Quality"

Manipulation of Prints, Retouching, Lights, and Other Technical Units Responsible for a New School of Advertising Illustration

By Leonard Peake

**I**T has been only in recent years that artist and photographer, or a single man combining the two talents, have joined hands in bringing camera art to a very high degree of illustrative perfection.

Why leave a photographic print exactly as it is turned over to the advertiser? Play with it, experiment with it. Make a number of duplicate prints and see what can be done to make a photograph as valuable and as artistic as the best from the studios where pigment is the dominating influence.

Lay-out experts have lately found a way to combine several photographs and to retouch, juggle, fit together and otherwise alter the material, until the most beautiful results are secured. When a dozen or more photographs of houses on which a certain roofing was used, were turned over to the advertising art department, for page material, one of these compositions demanded trees of a certain height in order to make the balance artistic. But the photograph of the house for this particular design was not blessed with such trees in the composition. The fact did not deter the artist. He visited a park in his automobile, snapped some tall, graceful poplars, developed the negatives and, silhouetting just the trees, neatly patched them into his composition. When the plates were made, it would require the eye of an expert ever to discover that a trick had been resorted to. And the composition, the balance, was ideal for that specific page.

For five years, the favorite automobile tire idea in illustration has been to picture a heroic-sized tire placed in the midst of landscape; on roads, near country clubs and

the like. The same idea has been worked out by the camera, and in a remarkably attractive and convincing combination of elements. We refer to a series for Fisk tires and at first glance, the various units of composition are so perfect from the artist's standpoint, that it seems incredible the camera could accomplish such results.

#### BUILDING UP THE PICTURE

A photograph of a beautiful rural road is the background feature. Two tall and graceful trees rise at the left and between them, glimpsed across sunny fields, a little farmhouse. Shadows fall along the high-lighted road and two youngsters walk away into fairyland. Banked at the right, is a mass of foliage and deeper woodland.

So much for the floor-plan of the display. It was what the artist resorted to in assembling his parts that really gave illustrative grace to the subject and removed it from the "straight camera study." An entirely separate study of the tire was stripped in on the original at the right, its base resting upon the country road, down which it immediately appeared to be leisurely rolling.

Thus one retouched photograph was combined with another, although the eye would never detect how or where it was done. To make sure that the tire would seem resting upon the road, a shadow was retouched on the road. Moreover, the high-lights, the shadows on the tire were made to agree with the lights in the background scene, that the composition be consistent.

Now the mortise, dropped in, at the top, between the second tree and the tire, became a natural,

Aug. 4, 1921

unaffected part of the composition. One of the trees was necessarily clipped off, at half its length, which made it necessary for the other to rise at the left to the full height of the space. But, on the original, that tree had defects, was a little short. The

lawn form the bottom line of the advertisement, this skilful plan of silhouetting and vignetting has been followed. The old-style "soft vignette" has passed. It was never very successful, for the last word in printing and in engraving was demanded to do it justice. But the stopping out with white process invariably reproduces well and is a joy to the engraver who need only tool where such patterns are indicated on his original design.

Here again, the artist gives just another added touch of technique to the photograph. Vignetting has come to be one of the true arts and takes a way that stiff, squared-off formality which was a chief objection to photographic illustrations only a few years ago.

We devote considerable space to a technical description of this one of a Fisk series of photographic pages, because it offers excellent points of demonstration. Two

prints have been so pieced together and studiously, intelligently worked over, that when the job is complete, they form a graceful, highly-artistic page design, with many of the essential qualities of an original wash drawing.

It is the combination of elements, very often, that gives photographs individuality, as when, in a series for Wm. Jackman's Sons, Furriers, the central figures of women in furs, are photographs, while all accessories are drawn—a wintry landscape, in semi-poster style, or a fox crouching into the composition in still another technique.

We have seen, of late, photo-



IMPROVING ON THE CAMERA

artist simply corrected the defects. He painted and stippled in as much additional as was needed, successfully imitating the photographic technique and improving it by "letting through some lights," which meant only artistic patches of Chinese white here and there. From where a tone of cloud stops, well to the bottom of the space, the tree is sharply silhouetted, allowing it to stand out against white paper. But this silhouetting is done with artistic judgment and has been directed, on the original, by painting out with white. The engraver has only to follow it as a safe guide. Where the road and roadside

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## A Course in Home-making

"Poor girl, she left business to be married and then realized she knew nothing of home-making. I send her the Modern Priscilla\* regularly; it tells her the things her mother would have told her had she been alive."

*The speaker was a woman copy writer who knows all the women's publications.*  
*(Proof on request)*

## Modern Priscilla BOSTON

501 Fifth Ave.  
NEW YORK

Peoples Gas Bldg.  
CHICAGO

\*PRISCILLA (*sem. noun*)  
one who delights in her  
home, good housekeeper.



Aug. 4, 1921

# Did Your Business Increase Like This in the Last Seven Months?



This graph shows the volume of business carried in **GOOD HARDWARE** from January, 1921, through August.

In the last seven months advertising appropriations have been cut rather than increased. Any publication that in such troublous times can jump from 12½ pages in January to 52½ pages in August must have something unusual to offer to the advertiser.

Through **GOOD HARDWARE** you can reach every dealer in hardware and every hardware jobber in the country—48,000 of them—at the same price charged by other publications having less than 20,000 circulation. That's the story that has put **GOOD HARDWARE** across.

Write for information.

## Good Hardware

Published Monthly by the Trade Division

THE BUTTERICK PUBLISHING COMPANY  
Butterick Building, New York

graphs transformed into the most remarkable blend of the realism of the camera, and the extreme voguish spirit of the poster. A set of a half dozen studies from life of handsomely-gowned women, was made by a photographer who was in sympathy with unusual posing. These prints were mounted on heavy board and an artist worked over them with a brush, and tempera color. Faces, arms and hands remained photographically perfect, as rendered by the camera. But all other parts were touched up, in an eccentric way, as, for example, the painting out of an opera cloak pure white, and outlining it with heavy, poster gray lines.

There is practically no limitation to what can be done with a photographic base. There is now in preparation a series of page half-tone illustrations for automobile headlights. Repeated efforts were made to secure these negatives along rough country roads, at night, but each was a failure. It was necessary for the radiation of lights from the lamps to cut a certain path through the darkness along certain prescribed lines.

These same photographs were mounted. A thin, transparent spray of black was air-brushed over them, in an even tone. This had a tendency to give the even, elusive mystery of night, although the form of the machine, the detail of background, was not entirely obliterated.

Now the pure whites of the headlights were painted in and from them, a thinner spray of white, to designate the direction taken by the flash. They were most effective.

In this same campaign, a similar method was used, although, oddly enough, the scenes of the cars and roads were actually photographed in the day time. The air-brush tint of transparent black quickly gave them the "night atmosphere," and more of the first-hand detail was secured than was possible by night photography and flashlights.

It is the thing that can and should be done to a photographic original after it has been secured, that raises these subjects to a high standard and instantly removes them from the monotony of sameness. If a figure looks "dumpy"—a common fault, even when the best models are found—then the print can be "treated." We have known artists to cut a figure in two parts, paste them down with necessary space between, and add an inch or more by retouching in. This is also accomplished in the case of automobiles, buildings, studies in perspective, etc.

Some time ago, an original photograph was taken of a boy and a dog, for cover purposes of a catalogue. It was colored, and touched up here and there with a brush, and everybody who saw it thought it was an original illustration—not a camera study. It combined the spirit, the good points, of both.

### Sacramento, Cal., Plans New Campaign

Sacramento, Cal., plans to launch out on a broad community advertising campaign in October. Plans for this campaign have not yet been completed. The work will be directed by A. S. Dudley, secretary-manager of the Sacramento Chamber of Commerce.

The groundwork for this forthcoming campaign has been laid by means of a less ambitious advertising campaign. In October, 1920, the Sacramento Chamber of Commerce made a \$50,000 appropriation for advertising. Since that time this city has not only been advertising itself, but has also claimed attention for all of California. It has followed a general programme which calls for the featuring of 324 California resorts.

The appeal in the present campaign is sentimental. Agriculture is the thing that the Sacramento Chamber of Commerce chiefly desires to interest the settler in. It is endeavoring to discover by means of the advertising which it has been engaged in if it can obtain the attention of the individual to the agricultural possibilities of California, and particularly of Sacramento County, through the heart appeal.

### Founder of "La Razon" Is Dead

Dr. Jose A. Cortejarena, founder and publisher of *La Razon*, Buenos Aires, died at Buenos Aires last week.

# Stage Managing the Dealers' Displays

How the Madge Evans Hat Company Went Several Steps Beyond the Furnishing of Advertisements and Electros for Dealers' Opening Week

By Robert Bostick

IT is appropriate that a concern which makes a piece of merchandise that is closely linked to the movie stage should apply dramatics, mapped out step by step, to helping dealers to stage the display and sale of that merchandise. The Madge Evans Hat Company makes such a product, based upon the necessity of a moving picture star—especially a little one—having a hat which is becoming to her personality.

As Madge Evans herself, the girl movie star, says in the book called "Trials of a Movie Child": "The two greatest trials of my life in the movies were ice cream sodas and hats. I used to hate hats and love ice cream sodas, and now I've come to dislike ice cream sodas and like hats, although you'll hardly believe it—and here's how it all happened." Then follows an interesting description of how in one of her plays there was a scene in which she had to drink a soda over and over again in order to get it right. The picture had to be taken several times with chocolate and several times with vanilla in order to get the scene exactly as it should be.

The rest of the booklet tells how tired she became of sodas and how there came into existence the right hat for the little girl. How the hat came to be sold and advertised to other little girls was told in PRINTERS' INK of Feb. 19, 1920.

The hat company this year has featured the "Arbutus" and nine other hats, each named after some flower. At the end of her personal message, Madge Evans says to her girl friends: "I do hope you will go to a store near you and try on some of the new styles even if it is only to see how pretty they make you look." The national advertising is designed to

make the mother of the little girl go with her to the nearest dealer. The dealer was urged to watch out for weather and other local conditions, but to be on time with his displays and announcements, and by all means to tie-up with the national advertising in a list of women's publications. The dealers' plan of this year, due to a request on the part of many of them, goes a long step beyond merely furnishing electros to tie-up the local dealers' advertising with the national advertising. The purpose of the plan is to introduce properly the line of Madge Evans hats for little ladies, to sell as many as possible, to get as many people into the store as possible in the given time and to make them want to come again.

## NO AVENUES FORGOTTEN

The elements that were utilized in the sales promotion on the part of the dealer were listed as

1. Tie up with the national magazine advertisements in every way.
2. Local newspapers, both paid advertisements and reading notices of the openings.
3. Window displays.
4. Department displays.
5. Letters or announcements mailed to customers.
6. Letters mailed to homes of all store employees when the number is over fifty.
7. Store bulletin.
8. Booklets or circulars for insertion in all packages a week previous to the sale.
9. "Pep" meeting of all sales people in millinery and children's departments.
10. Co-operation with the local movie theatre on the Madge Evans film.
11. Slides of the Madge Evans advertisement.

The talking points about the

**WALLACE'S FARMER LEADS**

*all Iowa farm papers  
in the total amount of commercial advertising carried.*

Aside from the fact that commercial advertisers in our home state recognize Wallace's Farmer as the leading Iowa farm paper—commercial advertisers throughout the United States recognize it as such. Advertisers Record Company's Reports furnish the proof.

*Many prominent advertisers use Wallace's Farmer exclusively in covering the agricultural field in Iowa. Let us send you a list of these exclusive accounts.*

The leadership of Wallace's Farmer is due to its twenty-six years of faithful and practical service to farm folk which has in turn won their highest esteem, and as a result makes Wallace's Farmer a leader in producing results for its advertisers.

*Write for our data maps showing county analyses of Iowa's greatest resources, or any other special information you may desire.*

**WALLACE'S FARMER**  
Des Moines, Iowa  
HENRY C. WALLACE & JOHN P. WALLACE  
Publishers

Eastern Representative  
WALLACE C. RICHARDSON, Inc.  
95 Madison Ave.  
New York City

Western Representative  
STANDARD FARM PAPERS, Inc.  
1109-17 Transportation Bldg., Chicago

IOWA — the Land of Plenty

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*To The Automobile Industry*  
*This SYMBOL Means*  
*Complete Buying Information*

Manufacturers, dealers, jobbers, repair and garagemen are being told to look for the Chilton Symbol in the trade and consumer advertising of any product in which they are interested. Its appearance tells them that the advertiser has placed definite buying data about his product in the current issue of the CHILTON AUTOMOBILE DIRECTORY.

This helps them to buy easily, quickly and conveniently, as every known buyer in the business receives at least one copy of this standard reference book of the trade annually. Convert the interest, aroused by your advertising or that of your clients, in trade and consumer mediums, into immediate sales by the use of the Chilton Symbol in your advertisements.



The use of the Chilton Symbol is limited to page catalog advertisers in the CHILTON AUTOMOBILE DIRECTORY.

We will gladly discuss this plan in detail with you.

**Chilton Automobile Directory**  
*Published Quarterly*  
Market and 49th Streets  
Philadelphia, Pa.

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hats were that they included a complete line. No mother would find it necessary to take her daughter out of the store without buying a hat because she could not find one becoming to her daughter. There was the extra human-interest selling point that they were made for the famous child film star. The first idea suggested the dealer was to call his sales people together and fill them full of enthusiasm for the opening display week. The dealer was urged to have no sales people in his children's department who didn't really and truly like children. The sales people in the store were urged to write personal notes over their own signatures and even to notify their customers by telephone. The whole plan after this was managed almost from the stage director's viewpoint in order that the dealer might leave no stone unturned to tie up with the national advertising.

"Your previous month's statements to charge account customers should contain an announcement of the Madge Evans week," said the announcement, and exhibit A on page 2 was suggested for his more careful perusal. That exhibit was a memo to the store managers in detail, full of helpful suggestions. A week previous to the opening it was suggested that a letter be mailed to all customers who were known to have daughters, and that if the dealer couldn't get such definite information he should make up a list from his sales people's record. It was pointed out to the dealer that names of girls in the locality from four to sixteen years could be obtained from the city school record, but that if such records were inaccessible one girl in every class in the school could be engaged to get names and addresses directly from other children. "This letter," it was stated to the dealer, "should be addressed preferably to the girl herself," and the following letter was given, which is written around the personality of the girl for whom the hat was named.

**"DEAR LITTLE FRIEND:**

"Now the spring is really coming! Birds are singing their gay little messages about flower-buds they have spied under leaves in the woods, and most little girls are thinking about the hats they will want to wear soon.

"That's just why we are writing this letter for your very self. It is to tell you—if mother is too busy to happen to remember—that we have set aside ..... as Madge Evans Hat Week, when all the new hats will be shown.

"Madge Evans is a charming little girl—like yourself. Only, because she is quite the most popular child actress on the screen, extra care must be taken that her clothes are *perfect*.

"We will show you the hats she wears, and approves. Her name is on every label.

"A special souvenir will be given by our Children's Hat Department to every little girl who visits our store during Madge Evans Week. Styles especially for older girls, too!

"Remember, we shall expect to see you!"

"Cordially yours,"

After this letter a suggested follow-up was offered in the form of another letter to the mother, if the dealer wanted to use it.

**DEAR MADAM:**

"You want your little girl, of course, to have the smartest, prettiest hat you can find for her this spring. You want her hat to be just as remarkable for its good taste as for its becomingness. And—we believe it is only natural—you want to find the best value there is to be had."

"If you agree with what we have just said, you are one of the very mothers we want most to attend our special showing of spring hats, during 'Madge Evans' week, ..... (date) .....

"'Madge Evans' are the smart children's hats you'll see advertised. It is the outstanding quality of their materials, the simplicity and charm of their style, the fact

that they are sponsored by the charming little motion picture star—that makes us eager to have you view our special exhibits.

"The prices are very attractive—and there will be souvenirs for the children. Remember the date—the week of .....

"Yours cordially,"

Just as the Westinghouse company and other big concerns have used their own employees as centres of enthusiasm and intensive distribution methods for the products upon which they work, the Madge Evans Hat Company gave the same idea to its dealers. It said to the heads of the retail stores:

"The entire success of this plan will depend upon the efficiency of your publicity.

"You must make the public realize that 'there is something doing' in your store—create a quite extraordinary interest.

"The March issue of women's publications carries the largest advertising ever used for children's hats—or, for that matter, for any other hats. Your local efforts must interlock with this national effort to make the plan successful, and to bring into your store the demand that the advertising will create.

"1. Your March 1 statement to charge account customers should contain an announcement of Madge Evans Week. (See Exhibit A on page 2.)

"2. A week previous to the opening we suggest that you mail a letter to all your customers who are known to have daughters. (Lacking such definite information, you can make up a list from sales people's lists.)

"Names of local girls from four to sixteen years can be obtained from city school records. (Note: If such records are inaccessible, engage a girl in every class in all the schools to get names and addresses directly from other children.)

"This letter can be addressed to the mother of the child, or to the girl herself. Where possible, it is best to appeal to the child direct.

(See exhibit B on page 7.)

"(This letter sent to the girl could be profitably followed by another letter to the mother, if the store wishes to employ really intensive methods.) (See exhibit C on page 8.)

"3. Personally appoint yourself chief enthusiasm stimulator of the entire store organization for the event. See that a letter goes out to all employees addressed to their homes. You want them to tell their friends and their customers about it. (This can be made into a tidy business in itself.) (See exhibit D on page 9.)

"All store bulletin boards should be posted with announcements of this event. (See exhibit E on page 9.)

"4. All packages leaving store for the week previous to 'Madge Evans Week' should contain an announcement. (See exhibit A on page 3.) This distribution should be continued during the opening week.

"5. Plan to use movie slides in all theatres one week previous to the opening and during the opening. (See exhibit F on page 3.)

"Make yourself responsible for telling local movie houses about your 'Madge Evans Week' and try to influence them to feature one of the 'Madge Evans' films simultaneously.

"6. Call upon local newspapers and explain the extent of your selling plans. 'Sell' them on the importance of this event to your store—show them the advertising you expect to run—and request that they use the reading notices a few days before 'Madge Evans Week.' (See exhibit G on page 10.)

Taking a leaf from the experiences of many big manufacturers who have in this manner enthused their own employees about the products they were making, the company suggested a special dealer's bulletin to the dealer's own employees. This was to be posted on bulletin boards, in recreation rooms and sent in letter form through the store mail, or, even better, to the homes of the em-

# The TYPOGRAPHY of Phillips & Wienes



IN the Composition of Advertisements we bespeak your patronage not because we do the best we know how for you, but because we know how to do the best for you. Though we have an identifying mark, it is never affixed to our work for others, for the work itself is our identifying mark, unmistakable and uncopyable, just as in every object of beauty and artistry —

*"Back of canvas that throbs  
The painter is hinted and hidden;  
Into the statue that breathes  
The soul of the sculptor is bidden".*



## *Kind Words from "Good Gravy"*

In one of the gracious moods that are habitual with him, John D. Wells, Managing Editor of the Buffalo Times, wrote what follows to Mr. Charles R. Huntley, President of the Buffalo General Electric Company:

"The enclosed is one of the five best advertisements I have ever read. If I wrote ten pages of laudatory comment on it I could not say more than I mean to convey in that one line.

Will you please convey to the person or agency that wrote it my congratulations? They have given me a literary treat, a type treat, and driven home a big idea."

Since the letter concerns an advertisement composed by me, I reproduce it as a sign of gratitude.

**JAMES WALLEN**  
*Persuasive  
Advertising Copy and Plans*

J. JAY FULLER  
EXECUTIVE ASSOCIATE

STUDY:  
EAST AURORA, N.Y.

ployees. The following was offered as a suggestion:

MADGE EVANS DEALERS' BULLETIN to his own employees—to be posted on Bulletin Boards in Wash or Recreation room, and sent in multigraphed letter form through the store mail, or better, to the homes of the employees.

The week of March 14 to 21 we have decided to observe in the store as "Madge Evans Hat Week."

We desire our employees to know about these hats for children, to be able to tell their friends and families about this special exhibit, as well as to direct their customers' attention to it, and to answer intelligently any questions which may be asked by visitors.

Please, therefore, make a point of visiting the children's hat section early in the week mentioned, timing your visits at less crowded hours if possible; say, before ten in the morning or after five in the afternoon.

The store will especially appreciate your whole-hearted co-operation in making "Madge Evans Hat Week" a big success.

("Madge Evans" are the smart children's hats designed in New York and sponsored by little Madge Evans of the movies. They are advertised by full pages in women's publications.)

Most important, according to the Madge Evans company, was the newspaper advertising. Retailers showed that they appreciated suggestions mapped out step by step, by giving up their complete retail space during the opening week to featuring these hats. Little girls of from six to sixteen were advertised to directly in this copy, and many a mother who came in with her daughter for a hat, went out with other things which girls of that age like.

Real co-operation was secured from a large number of canny retailers with their own local problems to solve.

The lesson for the man who makes spark plugs or axes would seem to be that the retailer will use things which are prepared from his angle and not the manufacturer's, and which suggest a course of action, rather than taking for granted that the retailer is ready and anxious to push the manufacturer's product.

A definite schedule was suggested:

a Saturday, p.m. (preceding "Madge Evans Week")—Announcement, two col. x five lines.



## THE DOOR :: IS OPEN ::

INDUSTRIAL Unrest in Great Britain is disappearing, so that Trade Conditions may be expected materially to improve.

And they will improve all the more rapidly if sound Advertising is done liberally and intelligently.

Advertisers of high-class goods and service know that their best British medium is "PUNCH."

Acting on that knowledge it will pay them to enquire at once what space is available during the balance of 1921.

And also to arrange for space in 1922, for which year bookings are already heavy.

**ROY V. SOMERVILLE**  
Advertisement Manager. "Punch"  
10 Bouvier Street  
London, E.C.4, England

b. Sunday, A.M. (if no Sunday paper or if store doesn't employ Sunday advertising, change this to Monday A.M.)—Main advertisement four col. x 175 lines, tying up in set-up with full-page national advertising.

c. Wednesday, A.M.—A continuation of the story, reawakening interest, size two col. x eighty-five lines.

d. Friday, A.M.—Inviting mothers to come in at once if they as yet have not visited the displays; giving some practical merchandise sketches and descriptions, size three col. x 150 lines.

Copies of such advertisements for the dealer's exclusive use in his locality were attached to the bulletin, and it was stated "They may prove helpful to you in preparing your advertising." Note that no absolute orders were given to the dealers, but a mere helpful suggestion for their guidance in following up their newspaper display space was suggested. The results of this personally stage managing of the dealer's display week proved that it pays to use infinite care and patience in giving the dealer all the help that he will use, and that he will use a whole lot if it is properly sug-

gested to him and if the company stands back of every one of their promises. A representative of the company tells PRINTERS' INK that almost all of the dealers were very enthusiastic and co-operated fully in the tie-up at the point of sale. Gimbel Bros. in Philadelphia, for example, turned over a whole aisle to a close tie-up. A toy moving-picture machine was secured and placed upon an elevation in the centre of a table. A long microscope threw a light on Madge Evans' picture. J. T. Brady, of the Gimbel company, states that almost 75 per cent of the letters sent out were answered in person by the girls who received them.

#### New Pacific Coast Presbyterian Publication

At a meeting in Olympia, Wash., the Puget Sound Presbytery authorized the establishing of a newspaper to be called the *United Northwestern Presbyterian*. It is to be published in Tacoma, Wash., with Rev. J. I. Frederick, of that city, as editor. Frederick Shaw, of Tacoma, and Carl E. Croson were elected as the supervising board.

## The Denver Post

announces the  
appointment of

**Lorenzen & Thompson, Inc.**

as

**Publishers' Representative**

**Effective August 1, 1921**



#### OFFICES:

Chicago  
122 Michigan Boulevard

New York  
19 West 44th Street

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## Lawrence G. Nicolai

*has been made*

### General Manager

*of the*

## Indiana Daily Times

Indianapolis, Ind.

*A*n up-to-date merchandising service department at the disposal of national advertisers. Late surveys on local market conditions in various lines in course of preparation. Special surveys on request. Route lists furnished free.

### National Advertising Representatives

#### G. LOGAN PAYNE CO.

##### NEW YORK

Fifth Ave., Bldg.  
PAYNE, BURNS, SMITH  
Mgrs.

##### SAINT LOUIS

Carleton Bldg.  
LYMAN H. GAMBLE  
Mgr.

##### CHICAGO

Marquette Bldg.  
G. L. PAYNE  
Mgr.

##### BOSTON

100 Boylston St.  
DANIEL FITZGERALD  
Mgr.

##### DETROIT

Krege Bldg.  
GEORGE H. PAYNE  
Mgr.

##### LOS ANGELES

Security Bldg.  
M. F. HARRIS  
Mgr

Aug. 4, 1921

# STONEWALL LINEN LEDGER

LOFT DRIED

TUB SIZED



"SATISFACTION GUARANTEED  
THE USER TO BE THE JUDGE"

WHITE  
BUFF  
BLUE

"NOTE THE TEAR AS  
WELL AS THE TEST"

MANUFACTURED BY

**NEENAH PAPER COMPANY**

LOFT DRIED BONDS AND LEDGERS ONLY

NEENAH, WISCONSIN

## A New Publication on Lighting

*Lighting Fixtures and Lighting*, a new publication to be devoted to the interest of lighting in all its phases, will make its first appearance on August 6. James Krieger is publisher and business manager, and Julian Rosenthal editor.

The editorial pages of this publication will contain information on installation and merchandising of lighting fixtures, portables, lamps, glassware and accessories in residential, commercial and industrial lighting.

Mr. Krieger has been Eastern representative of a group of trade and class publications for the last ten years, and is publisher of "Fabric Buyers Guide."

## Better Business Bureau Formed at Terre Haute

A Better Business Bureau has been established at Terre Haute, Ind., with J. G. Eggers as manager. This is the third bureau in Indiana, the other two being at Indianapolis and Fort Wayne. A bureau at South Bend is now in process of organization.

## Has Princess Dress House Account

The advertising of the Princess Dress House and M. Gerla and Son is now being handled by the M. Spivak Advertising Agency, of New York.

## Advertising Men to Make Motion Picture Machines

Withington-Hunting, Inc., has been established at New York by James P. Hunting, president; H. W. Withington, vice-president, and Don M. Parker, secretary.

This organization manufactures and distributes the Beacon projector, a portable moving picture machine designed primarily for sales, advertising and educational work.

Mr. Hunting was associated for a number of years with the Class Journal Company, New York; The Chilton Company, Philadelphia, and for three years was president of Singleton-Hunting, Inc., advertising agency, Cleveland.

Mr. Withington has been with the Class Journal Company, the Chilton Company and has been in advertising work for several Philadelphia newspapers.

Don M. Parker is secretary and advertising director of the Century Company, business manager of the *American Golfer* and treasurer of the Associated Engravers, New York.

## Fulton Account for N. W. Ayer & Son

The Fulton Company, Knoxville, Tenn., maker of heat controlling devices and of thermostatic controls for automobiles and trucks, has retained N. W. Ayer & Son to handle its advertising.

# SMITH, STURGIS & MOORE, Inc.

Successors to Collin Armstrong, Inc.

General Advertising Agents  
1463 Broadway, at 42nd Street  
New York.

TORONTO, Lumsden Building

MONTREAL, The McGill Building

PARIS, 31 bis Faubourg Montmartre

LONDON, Premier House, Southampton Row, W. C. I.

*The Right Angle in Advertising*

# Reader Interest

**Practically half the School Teachers of the United States rely on Normal Instructor and Primary Plans**

for inspiration and guidance in their daily work during the whole month of date of issue and then file it for future reference.

It is at their elbow during the day in the classroom and carried home at night to be used as a guide in making plans for the morrow.

Surely it should be on your next list.

Write or 'phone for sample copy and more information.

**F. A. Owen Publishing Co.,  
Dansville, N. Y.**

CHICAGO OFFICE  
708-10 Republic Bldg.  
Telephone  
Harrison 5544  
C. E. GARDNER  
Advertising  
Manager

NEW YORK OFFICE  
110 W. 34th Street  
Telephone  
Fitz Roy 3269  
GEO. V. RUMAGE  
Eastern  
Representative

## **Ice Cream Advertiser Appoints Agency**

The Greve Advertising Agency, St. Paul, has obtained the account of the Metropolitan Creamery Co., Minneapolis. Newspaper advertising throughout the Northwest is being released in towns where the company has distribution of Crescent ice cream. Other papers will be added as new distributors are secured.

## **"Hardware Age Directory" Appoints T. F. Kilroe**

Thomas F. Kilroe has been appointed advertising manager of the "Hardware Age Directory of American Manufacturers," published by the Iron Age Publishing Company, New York. Mr. Kilroe has for some time been with the sales department of *The Iron Age* and "The Iron Age Catalogue of American Exports."

## **Marcos Grinfeld with Dorland Agency**

Marcos Grinfeld has been appointed manager of the Buenos Aires office of the Dorland Agency, Inc. Mr. Grinfeld was recently at New York as general representative of Editorial Atlantida, Buenos Aires, publisher of *Atlantida, El Grafico, Billiken* and *Iris*.

## **Globe-Wernicke Appoints Prather-Allen**

The Globe-Wernicke Company has placed its advertising account with The Prather-Allen Advertising Company, Cincinnati. A campaign on sectional bookcases will begin with the October issues of national periodicals.

## **H. B. Le Quatte, President, Churchill-Hall Agency**

H. B. Le Quatte has become president of Churchill-Hall, Inc., New York advertising agency. Mr. Le Quatte has been in advertising agency work in New York and Chicago for the last fourteen years.

## **Studebaker Appoints M. A. Hollinshead**

M. A. Hollinshead, formerly advertising manager of the Saxon Motor Car Corporation of Detroit, has assumed a similar position with the Studebaker Corporation with headquarters at South Bend, Ind.

## **C. C. Stevens Again with Critchfield**

C. C. Stevens, for the last two years an official of the Avalon Farms Co., Chicago, has resumed his connection with Critchfield & Company as a member of the copy and contact staff.

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# ADVERTISING

## *Through Clouded Glasses*

NEVER has there been a real selling success except when the consumer's point of view has been given primary consideration.

SOME manufacturers try to get this by personal opinion; others try to get it from their salesmen; still others look to their advertising agency for it. In any case it can not be found by looking at the proposition through glasses clouded by prejudice.

This organization holds

that the proper investigation brings to light the truth, and not merely the establishment of a premise already formed. When asked to investigate a market, a product, or the attitude of trade or public, the reports of this agency are not colored by preconceived opinions.

THE MOSS-CHASE CO., Niagara Life Bldg., Buffalo, N. Y.

# MOSS-CHASE



Aug. 4, 1921

CHURCHILL-HALL INC.  
An Advertising Agency

H. B. LE QUATTE  
*President*



50 UNION SQUARE, NEW YORK

## Klim Changes to Jobber Distribution

(Continued from page 10)

ments and cuts available for your use are shown on succeeding pages."

Thus the second year found the product on the retailers' shelves. Eight months after the exclusive agency plan went into effect, the growth of the business made another change desirable in the distributing system, and in February, 1921, the company offered Klim to the jobber.

Contracts for the exclusive agency which had been made with retailers by the company were all made subject to cancellation at the end of the year 1920, and these were automatically canceled at the end of that year. Many retailers appreciated this action on the part of the company and concentrated their efforts during the year on the sale of Klim as it gave them an opportunity to identify themselves with the product in their communities before it was placed on sale in other stores.

With the introduction to the wholesale trade the last barrier was removed to unrestricted distribution throughout the country. The growing demand, stimulated by continued national advertising, made the change from exclusive retailer to exclusive wholesaler almost inevitable. The sales effort of the company is now directed at the wholesaler. Since February, the list of exclusive wholesalers has grown to nearly 200, and is still growing.

In April of the present year, the company started "The Klim Wholesaler," a house magazine sent monthly to jobber's salesmen and filled with interesting facts and sales promotion ideas. It contains twelve pages, with separate cover in colors.

One of its features in every issue is to print a list of the twenty-five leading wholesalers on the sale of Klim. The jobbers are listed in order of sales volume, no amounts being shown. Interest in the contest is kept up by

## Success Magazine Returns to Former Size

A year ago, due to the excessive cost of production, we were compelled to reduce the size of the "New Success" to the old standard magazine size, 7" x 9".

Today, the cost of materials has come down sufficiently to allow us to change back to the original size of 9" x 12" with a type page size of 7 $\frac{1}{4}$ " x 10 $\frac{1}{4}$ ".

It gives us pleasure, therefore, to announce that commencing with the October issue, "SUCCESS"—formerly called the "New Success"—will be printed in the larger size, with no advance in advertising rate. The old rate of \$300 a page still stands.

It will pay you to consider "SUCCESS" when opening your Fall campaign.

Forms for October close August 18th.

## The Lowrey-Marden Corporation

CHARLES H. DESGREY

*Advertising Manager*

1133 B'way, New York City

Phone Chelsea 5110

*Western Representative*

CHARLES H. SHATTUCK

Peoples Gas Bldg., Chicago, Ill.

# We Ask You This Question

A City of 450,000 people—with about 9,000 business executives and 25,298 families with incomes of \$1,800 or over.

Only one Morning Newspaper with an A. B. C. circulation of over 30,000 which reaches these business men and well-to-do families.

Don't you agree it should be on every schedule?

The City is Newark, N. J.

The one Morning Paper—

**THE NEWARK LEDGER**

Cone, Hunton & Woodman

Incorporated

Publishers' Representatives

## A Clever Tongue

NOTE how the tongue of this clip is made: from the very same piece of steel as the rest of the clip—rolled Bessemer Steel. This tongue has an everlasting spring and grip. Because of it, you can trust



Size No. 2

to hold 2 to 60 papers safe, knowing there can be no slipping, tearing, or working loose; no holes jabbed by sharp wire; no rust marks. Papers can be removed instantly in first-class condition, no matter how long they have been laid away. Three handy sizes. At stationer's. Samples free.

**GEORGE B. GRAFF CO.**

*Mfrs. Graffco Pencil Sharpener*  
18 Beacon St., Somerville,  
Boston, 42, Mass.

means of cartoons and lively editorial comment.

The first number contains the following statement by R. G. Soule, vice-president and general sales manager.

"The year 1919 marked the fiftieth anniversary of Merrell-Soule Company. Thirty-five years before, None-Such Mince-Meat was put on the market and became the first product of the company to be distributed nationally. During the preceding fifteen years the company was engaged in vegetable canning and enjoyed a good semi-national business.

"A high standard of quality, reflecting the character of the sturdy founders, and progressive merchandising, established None-Such Mince-Meat as one of the best-known food products with a national distribution. Pioneer methods have always characterized the sales policy. It was the first product introduced by store demonstration and one of the first to be nationally advertised in a big way. Perhaps the most vital factor in the company's success with this and other products has been the policy of expending the bulk of all available money and effort in reaching the consumer both in co-operation with the jobber and retailer and by direct appeals through advertising.

"When in 1906 plans were perfected to manufacture another pioneer product, Powdered Milk, the company may be said to have entered a new era. The revolutionary character, and the tremendous possibilities of this product required merchandising courage and challenged the old pioneer spirit handed down by tradition.

"The first Powdered Milk plant was erected at Arcade, N. Y. The product was introduced to ice cream manufacturers, confectioners and bakers. The more progressive were quickly convinced by demonstration that Powdered Milk held many advantages in economy, convenience and quality over natural liquid or condensed milk. Its popularity grew at a rate which taxed the

## Movie of a Man Buying a Nationally Advertised Product

With Apologies to Clare Briggs



FINDS HE NEEDS SOME NEW FUSES. DECIDES ON THE SAVO FUSE. HE HAS SEEN IT ADVERTISED



LOOKS IN LOCAL DIRECTORY. I KNOW THEY HAVE A LOCAL DISTRIBUTOR. (IS PERPLEXED WHEN UNABLE TO FIND IT.)



PHONES FRIEND WHO RECOMMENDS THE EXPENSO FUSE



CALLS A DEALER. IS OFFERED THE HI-PRICO FUSE.



LOOKS THRU MAGAZINES FOR ADVERTISEMENTS OF SAVO FUSE — CAN NOT FIND IT



BUYS H.C.L. FUSE. NEVER HEARD OF IT BUT IT IS ALL THE DEALER HAS IN STOCK.



*Where can I  
Buy?*

General Publicity Advertising creates the buying impulse. But it can not finish the job. Reference or directory advertising is needed as a protection against substitution and futile efforts to find the local sources of supply.

## HENDRICKS COMMERCIAL REGISTER OF THE UNITED STATES

HENRY H BURDICK TREASURER AND MANAGING DIRECTOR

70 FIFTH AVENUE AND 2 W. 13<sup>TH</sup> STREET NEW YORK N.Y.

SAN FRANCISCO  
HEARST BUILDING

CHICAGO  
508 SOUTH DEARBORN STREET

TORONTO  
219 DUNN AVENUE

## ADVERTISING SALES EXECUTIVE

**Wanted**—with some manufacturer who has vision enough to see the big opportunities that "hard times" offer, and courage enough to fight for them—a permanent advertising or sales executive job.

I will bring to the job a broad knowledge of business fundamentals gained in eleven years of successful experience; a specialized training in sales promotion and advertising; an attractive, honest personality; and a college education.

I will get results.

Opportunity means more to me than immediate rewards. Opportunity, as I see it, means this—an executive position (small, medium, or large concern) where hard work and a sound policy of operations will pay (to the company) a fair profit today and at the same time lay the foundation for a definite programme of expansion.

All I ask in the way of immediate rewards is a salary large enough to allow me to devote all my energy to working without worrying about grocer's bills. Beyond that I am willing to wait, with the owners, until expansion is justified.

Somebody somewhere needs my services. I am ready to take my coat off and jump in anywhere. Address "Action," Box 92, care of Printers' Ink.

## Business Is Good in Bridgeport

The general manager of one of Bridgeport's largest department stores writes:

"The volume of business as to dollars and cents is a little less than in 1920, which was the largest year known. However, we are selling more merchandise than ever before, for the retail price of merchandise is thirty-five per cent less than one year ago.

"We find that a demand for the higher grade of merchandise still holds good."

If you haven't Bridgeport on your selling schedule you are overlooking one of the best markets in New England. Get your share of the business through advertising in

## The TELEGRAM and POST

*The Only A. B. C. Newspaper in Bridgeport, Conn.*

company's expansion capacity to the utmost. And today many of the nationally famous brands of candy, pancake flour and baked goods, as well as the best-known brands of ice cream, have Merrell-Soule Powdered Milk as an ingredient.

"Fourteen factories have been erected. In Canada we have seven factories turning out Powdered Milk for use throughout Canada. The capacity of the present Klim Powdered Milk factories is 500,000 quarts of fluid milk or 75,000 pounds of Powdered Milk per day. It requires nearly 60,000 cows to supply our plants with milk. A thousand people are employed in the manufacture and sale of our product.

"All this time it was never lost sight of that Powdered Milk was needed in the home; that a still greater demand existed there. However, the proper introduction of a brand to the general buying public is an undertaking not lightly entered into. It is one that requires a product brought to the final stages of perfection, an assured output to fill the demand, and an organization and selling scheme strong enough to see it through.

"The requirements were magnified by the character of our product, its semi-perishability, its importance as a food, and the likelihood of a growth unprecedented in rapidity and extent."

The story of how Klim was introduced to the American housekeeper, as recited in the present article, is full of suggestions for other manufacturers who may have a similar problem to deal with, now or soon. Offering a product to the jobber and retailer after an assured consumption for it has been established, is one way to make sure that the system of distribution will not become clogged or surfeited. To do this, Merrell-Soule reversed its long-established merchandising scheme, just as it spelled "milk" backward to make "Klim." There will be other chapters to add to the story later. Klim is starting this year.



LEON P. DUTCH

is now a member of  
our organization  
in the capacity of  
a Vice President.

FONDA-HAUP  
COMPANY, INC.

*Advertising*

286 FIFTH AVENUE  
NEW YORK

Aug. 4, 1921

# PRINTERS' INK

*Registered U. S. Patent Office*

*A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE : 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;

quarter page, \$25; one inch, minimum \$7.70.

Classified 55 cents a line; minimum order \$2.75.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

EDITORIAL STAFF:

|                |                 |
|----------------|-----------------|
| C. P. Russell  | Albert E. Haase |
| Roland Cole    | Edward T. Tandy |
| Roy W. Johnson | C. B. Larabee   |

Chicago: G. A. Nichols

London: Thomas Russell

NEW YORK, AUGUST 4, 1921

### We Are Making Real Progress

The losses on commercial paper handled by the Federal Reserve Banks during the past eighteen months are estimated by the National Credit Office at less than one-half of one per cent—in round numbers \$18,700,000 as against more than \$4,000,000,000 invested. It is asserted that only eighty-nine out of the 3,676 concerns whose paper was sold in the open market have been forced to seek extensions, and of these, fifty-three either have paid or will pay the full amount of their notes.

Concurrently with the above information, we note in the Federal Reserve Bulletin that during the past year we have reduced our outstanding paper money by a cool 15 per cent, while England

has succeeded in attaining a reduction of only 2 per cent, and France, Italy and Germany have gone on increasing their notes in circulation. The table, in millions of units, is as follows:

|                   | 1921   | 1920   | Change  |
|-------------------|--------|--------|---------|
| *U. S. dollars..  | 2,634  | 3,116  | - 482   |
| England, pounds   | 442    | 452    | - 10    |
| France, francs..  | 38,233 | 37,915 | + 318   |
| Italy, lire ..... | 18,765 | 16,861 | + 1,904 |
| Germany, marks..  | 30,882 | 63,584 | +17,298 |

\*Federal Reserve Notes.

Those facts, which are reasonably indicative of fundamental conditions, show that we have not been nearly so badly off as we have sometimes been inclined to think, and that we are actually making progress—and substantial progress—in the right direction. Perhaps it is true that general figures of this sort are of very little practical assistance to the man whose plant operations are curtailed for lack of orders. But none the less they may be of considerable value as indications that the revival of tangible, concrete orders for goods may not be so distant as it sometimes appears.

### When Products Are Related

A certain dealer recently informed a manufacturer that the latter's advertising had increased his sales on three other items from 18 to 61 per cent. It is a peculiarity of the advertising of certain products that it leads to the sale of related or "companion" products. To increase the sales of tooth brushes, for example, is also to increase the sales of dentifrices. To boost the buying of fountain pens is to boost the consumption of ink. To create customers for razors is to create customers for brushes, strops, and soaps.

The tendency of certain manufacturers to put in a good word for the goods of other manufacturers has been previously commented upon in these columns. It is to the interest of the makers of delicate garments and fabrics, for instance, to see that their products are washed properly, hence they find themselves almost compelled

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to recommend what they consider the best soaps for the purpose. Some firms buy space to advertise the recommendations of other firms.

It is an odd fact, however, that the manufacturers of products that happen to be related to some product that is being heavily advertised frequently enjoy increased sales without the expenditure of a cent on their own account. All they have to do is to sit back and accept the business that comes to them automatically. This condition is more theoretical than actual, of course, since the non-advertising maker of related products would soon find his business being taken away from him by competitors who did advertise.

At the same time it would not be surprising to see the manufacturers of related products getting together in the future and conducting some kind of joint campaign in which each product would be featured in the same advertisement on equal terms. Rather than furnish the temptation to curtail advertising, such a campaign would inspire manufacturers to greater advertising effort and would be the means of starting non-advertisers on a course of planned, systematic publicity.

This would enable the manufacturer of the basic product in a group of items to protect himself and his customers by selecting his fellow advertisers. The fountain pen maker, for instance, naturally wants to see the best ink used with his product. He may know of a certain brand of ink that is best suited to his pen. Under present conditions, however, he cannot be expected to recommend it in his own advertising. But a joint advertisement might enable the pen maker and the ink maker to benefit equally.

A tentative start toward this method has already been made. Praise by one manufacturer for the product of another is becoming more and more frequent in present-day advertising. Probably the day will come when the advertiser of one article will find a

way to induce the makers of related articles to come in and share the expense of advertising all the articles together. As it is, some manufacturers who don't advertise are enjoying what might be called a "free ride" at the expense of the man who does.

### *The Dangers of "Over-loading"*

"Look over the whole field of advertised commodities," said a business man of long and shrewd experience the other day, "and in nine cases out of ten you will find that the concern which is suffering most keenly from the depression is one which has followed the policy of overloading the dealer. I can name a dozen specialties, in the grocery and toilet goods lines, which are practically doing no business at all—not because the dealer has any sizable stock on hand, but because he is convinced that they are slow movers, and he is not willing to tie up his capital in them."

There is undoubtedly a great deal of truth in the diagnosis. Dealers are quite likely to judge the salability of a product according to the frequency with which they are obliged to reorder. A stock of a dozen units is quickly exhausted, and the dealer's attention is called to the fact that the goods have sold. A stock of a gross, on the other hand, hangs on the shelves just twelve times as long, and attention is likely to be called to the rows of unsold packages. The dealer may, in fact, be quite wrong about it, but when he is buying only what he feels that he cannot get along without, he can hardly be blamed for acting in accordance with his own impressions.

We know a number of sales managers who are deliberate advocates of the overloading policy, on the ground that the more money the dealer has tied up in a certain product the more certainly he will make efforts to move it. As a fair weather policy it may be all very well. But skies are not clear all the time, nor seas calm. And when the days of storm and stress arrive,

the dealer is indeed likely to make special efforts to move the goods—but with the proviso that he will buy no more of them until things loosen up.

**"Main Street" Defended**

Since the publication of Sinclair Lewis's "Main Street," it has become the fashion to label as small-townish anything that is old-fashioned or slow or peculiar.

The other day there was discovered right in the heart of Manhattan a store of the President Buchanan era of merchandising. The establishment still handles kidney belts, ascot ties and other furnishings in which our grandfathers used to adorn themselves when they were young and gay. Strange to say, the aged gentlemen who ran this store until recently were not so slow as the foregoing sentences might lead the reader to infer. They still carried out-of-date merchandise because their daily sales told them that there is still a demand for these articles of another day. They built up a business by catering to the old-timers who still wish to buy the goods that were in vogue during their youth.

But since the tale of this store got abroad, hundreds of persons have gone to visit it, viewing it as an example of "Main Street" retailing.

This is a libel on the small town. There is nothing backward about the average so-called tank town's merchandising. In this respect at least we think our friend Mr. Lewis has not done justice to the thousands of Gopher Prairies scattered throughout the United States. It is a poor town, indeed, that hasn't at least one live retailer. In many cases the merchandising skill exhibited in semi-rural communities rises to greater heights than it does in our larger cities. Sam Clark isn't such an old fogey as Mr. Lewis would lead us to believe. Towns that produce merchants such as Garver Brothers, of Strasburg O.; Tom Witten, of Trenton, Mo.; and Fred Mann, of North Dakota, to mention a few, need not

apologize for their retailing ability.

All of this would not come within the province of PRINTERS' INK were it not for the fact that advertisers might allow themselves to be too greatly influenced by the "Main Street" vogue. The manufacturer who scoffs at the small-town retailer will find himself at least fifty per cent handicapped in his distribution.

The Coca-Cola Company, in its current campaign, has the right idea when it says that it is in our little towns that presidents are elected and where good old human nature shapes the destiny of the nation.

**Caruso's Advertising Voice**

Just as we go to press the newsboys are selling extras announcing that Enrico Caruso is dead. The press of the whole world will tell how great a singer he was and millions of people will mourn his loss. Yet, though Caruso's body is dead, his voice will live forever.

And though in his hardest season, that of 1907-8, he sang but fifty-one times, his famous voice for years to come will charm and inspire people in mountain cabins, in city mansions, in homely farm-houses.

Caruso and the Victor Talking Machine Company showed the world what the tremendous force of advertising can accomplish for the betterment of mankind. Jenny Lind, Patti, all the great singers of the past, are fading memories. Modern science, Caruso's voice and the Victor vision put an ever-present inspiration into millions of homes. His songs will live as pure as in the living voice, because to that wonderful living voice was added the enterprise and vision of a company which by the power of advertising turned a luxury for the few into a product which the average family could afford, which multiplied a personality and divided a blessing.

Caruso is dead. His records and his voice will live forever in millions of homes.

It is an inspiring achievement of a great singer and a company with a vision.

## GRANDMOTHER'S SILK DRESS



You have heard of that wonderful silk, so stiff the dress would stand alone, handed down in the family, and seeming never to wear out.

That was the way they made silks in those days. Competition was not so keen then. People who could afford silk dresses at all bought nothing but the best.

And so with writing paper. When Crane & Co. began they made paper that was really too good for many uses to which it was put, but it was the only paper there was. It was used for everything.

Crane & Co. went on making that kind of paper, while other manufacturers found ways of making cheaper papers, plenty good enough for many uses.

Meanwhile governments, financial institutions, engravers, learned that when a paper for some very important purpose was desired, Crane & Co. were still making paper with that old-fashioned durability.

So CRANE'S Bond is today carrying the bulk of the important business of the world.

*100% selected new rag stock*

*120 years' experience*

*Bank notes of 22 countries*

*Paper money of 438,000,000 people*

*Government bonds of 18 nations*

# Crane's

BUSINESS PAPERS

## **Direct Service Agency Wants Executive—**

An excellent opportunity with a bright future for a young man able to plan and sell campaigns and service for a new organization. Address "R. G." Box 90, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

### **IN LOS ANGELES**

THE

#### **EVENING HERALD**

Leads in volume of circulation.

Daily **143,067**  
Average

More than both afternoon rivals combined. Leads the West.

Leads in gains of local advertising. Three months, May, June and July, show increases over same period last year.

Representatives:

New York: Chicago:  
H. W. Moloney, G. Logan Payne Co.,  
604 Times Bldg. 432 Marquette Bldg.

### **New York Advertising Agency Wants**

#### **TRAINED**

## **Typographic Layout Man**

OUR Production Department requires the services of a man who can design accurate typographic layouts, is student of design and printing, and can originate as well as follow effective layouts. Apply by letter, stating your experience and salary required. Send samples of work. Your application will be treated in confidence. Address "J. T.", Box 93, care of Printers' Ink.

### **Advertises Cloths by Featuring Books Bound in Them**

Interlaken Mills, manufacturers of bookbinding cloths, are using the news papers in a national campaign to increase the use of their products by binders. A letter was first sent to the publishers throughout the country, asking for a list of their titles upon which Interlaken Book cloths were used. Dates and mediums of insertion were given, and the publishers asked to supply copy for the books they wished to advertise—without charge to the book publishers. Each insertion features sixteen books, giving title, author, about fifty words of description and publisher. The mills link up their product by stating the value of durable and attractive bindings on books, and state that the book buyer can buy the books listed with confidence of satisfaction in wear and attractiveness. Three-hundred-line copy is used—over two columns, with a drawing of a group of books at the top.

### **Business Building Ideas in the "Monthly"**

AMERICAN SLICING MACHINE COMPANY  
CHICAGO.

*Editor of PRINTERS' INK:*

I am much pleased with *Printers' Ink Monthly*. From it I get many inspiring and instructive business-building ideas and plans.

The busy executive has but little time to deal in generalities. *PRINTERS' INK* drives straight to the point. It delivers the goods. That is principally the reason why each copy is carefully read and placed in my home reference library. It is a good business bible, especially for sales and advertising executives.

AMERICAN SLICING MACHINE COMPANY  
O. W. BARTLETT,  
Genl. Sales Mgr.

### **Advertising New Cleaning Device**

The San Francisco office of The H. K. McCann Co. is handling the account of The S. O. S. Manufacturing Company, San Francisco, manufacturer of a kitchen cleanser made from steel wool saturated with soaps and oils and pressed into pads. Newspaper campaigns are now appearing in Denver and Salt Lake City. Plans are being considered for similar advertising in large Pacific Coast cities.

### **Leroy A. Kling Agency Changes Name**

The Leroy A. Kling Advertising Co., Chicago, has changed its corporate name to the Kling-Gibson Co. The members of this agency are Leroy A. Kling, Hamilton Gibson, Harry C. Phibbs, William R. Durgin, and Charles J. Keller.

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We are pleased to announce  
the appointment of

**JAMES M. McGHEE**

as Middle-Western Manager of the

**SCIENTIFIC AMERICAN**

with offices at

1836 Euclid Avenue

Cleveland

**SCIENTIFIC AMERICAN PUBLISHING CO.**



Advertising Manager

Woolworth Building, New York

Tower Building  
Chicago

1836 Euclid Avenue  
Cleveland

# The Little Schoolmaster's Classroom

THE Schoolmaster has recently come across three advertisements that he admires. One is No. 25 in the series being published by the Western Electric Company in the interests of electrical development. An effective device for at-

"Electricity, the perfect servant, never asks for special privileges or afternoons off. But if we expect this dependable help to do the washing, ironing, cooking, sewing and cleaning, it falls upon us to meet it halfway.

"First, we must see to it that our wiring plant is liberally sprinkled with these signs. The more there are the more opportunities has electricity to be useful—and in added convenience a complete wiring job proves to be the cheapest in the long run."

The Schoolmaster likes this advertisement because of the unity which blends the illustration, the headline, and the copy into a complete advertisement which reveals no "seams" or imperfect joining of parts. The crayon markings which get the attention of the reader are an unusual device, but one that is perfectly germane to the subject discussed in the text.



WHAT FISHERMAN IS THERE WHO WOULD NOT BE  
ATTRACTED TO THIS ADVERTISING?

tracting attention is the reproduction of certain curious markings in crayon. The headline is "What Every Woman Ought to Know." The copy explains as follows:

The copy explains as follows:  
"This sign language tells of a servant that is always willing and always thorough, ready to do a day's housework for a few cents. On a wiring blueprint these symbols represent the circuits and outlets and switches through which electricity can work.

Another effective advertisement is that of the Conklin Pen Manufacturing Company. Its strong point is the copy, which is simple but compelling because it proceeds straight to the essential thing about a fountain pen—pleasure in writing. The copy says:

"New pleasure in writing when you use a Conklin—the pen that never needs shaking to make it write; that dots every 'i' without preliminary coaxing; that follows the swoop of your hand to legible

# Selling Copy

The business of this agency is larger today than ever before in its history. Few of our clients have cancelled campaigns either wholly or in part. Can we offer any more convincing proof of the fact that our copy sells the goods?

*Write for these booklets:*

*"How to Judge an Advertising Agency"*

*"Points on Merchandising Advertised Products  
Through Department Stores"*

*"Merchandising Advertised Products  
Through Drug Stores"*

J.H. **CROSS** CO.

General Advertising Agents

214 South Twelfth Street • Philadelphia, Pa.

Members  
American Association  
of Advertising Agencies

Members  
National Outdoor Advtg. Bureau  
Audit Bureau of Circulations

# ART

for advertisers. The best that writers, designers, typographers can offer for booklets, folders and advertisements is at your service through the staff and plant of

**Everett CURRIER Limited**  
27 E. 31st St. New York Mad. Sq. 8891

## Publishers, Attention!

Connection wanted as Western Representative for first-class magazine or trade paper by an experienced advertising man with wide acquaintance among advertising agencies and national advertisers and whose record as a business-getter will bear the closest investigation. Can give good reasons for desiring to make change. Will furnish best of references regarding ability and integrity. Address "P. F." Box 91, Printers' Ink, 833 Peoples Gas Building, Chicago, Ill.

### The Richey Data Service

Don't use out-of-date, inaccurate figures. New data on sales, advertising and business conditions each month in pocket form. August Bulletin and literature mailed you on request.

THE RICHEY DATA SERVICE  
483 Meridian Life Bldg., Indianapolis, U.S.A. 

## PRINTCRAFT PRESS

Our accounts are studied by every man in the shop—and every one is an expert. Maybe that's why clients say Printcraft printing of selling literature always rings the bell

A ring brings a principal,  
with no obligation

213 W. 40th St., New York  
Near Times Square BRYant 0131

perfection; that writes longer and needs fewer refills.

"You can carry a Conklin with you always in pocket or purse, in any position, and it will never betray your confidence by so much as one drop of ink. And that's new pleasure in writing."

The distinctive thing about this copy is that it is written from the customer's point of view—not the manufacturer's. It has the merit of talking to the consumer and not for the advertiser.

\* \* \*

The third advertisement is run by the South Bend Bait Company. Under a picture of two fish fast to the same "plug," the copy says:

"Above is pictured the result of an eight and one-half and a three-pound bass frantically fighting over which saw the Bass-Oreno first.

"With a three-pounder on, imagine the thrill of having a furious, gleaming mass of animated bronze, rush—yes, smash—three times at your Bass-Oreno. Three times he misses. Then, with a fourth, fighting grab he comes at it again and is hooked. A few moments of play and you slip your net under eleven and one-half pounds of obstinate bass.

"Not just one—but numerous tandem catches on South Bend Baits is evidence that these are indeed the 'lures they fight for.'

That is a graphic, breezy piece of copy, thoroughly in keeping with the spirit of the illustration, and if that advertisement failed to register with the fishing fraternity, then the Schoolmaster doesn't know sportsmen!

\* \* \*

Today a good percentage of fashionably-dressed women look as though they were widows, of



**Howell Cuts H**  
for houseorgans  
direct mail and  
other advertising  
ask for proofs  
Charles E. Howell • 305 Fifth Ave. • New York

# WANTED

## An Unusual Sales Executive

ONE of our clients, an international sales organization, is now seeking a General Sales Manager. He must be a man who can slip into the American division of this organization, and without friction tactfully coordinate and manage the sales force and various sales departments of an already highly developed business.

This institution is world famous, selling various lines of merchandise to department stores and specialty shops, both in this country and abroad.

One of the problems that will confront this Sales Manager will be to devise plans of extending the sales work to other markets and of broadening the channels of trade already open.

The man we want is probably employed at present by a large corporation, but believes that he is fitted for bigger things than the development his present job can offer.

The man who can measure up to the required standards will have free rein in organizing and directing the American sales efforts.

His future as to salary and position is entirely in his own hands, his compensation will be in keeping with the calibre of the man and his development of the job.

In the main he must have

- 1—Executive sales experience
- 2—Unusual organizing ability
- 3—Broad vision
- 4—Tact
- 5—Above all, enthusiasm.

If you believe you are the man to develop this unusual opportunity, write us fully about yourself, your experience, past record and earning capacity.

You may write in the full assurance that your application will be kept in strict confidence. A personal appointment will be arranged at the proper time.

**GRANDIN-DORRANCE-SULLIVAN**  
INCORPORATED  
*Advertising Agents*

130 WEST 42ND STREET

NEW YORK

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The Schoolmaster has a friend who goes the academic type and lettering book one better. He has a large scrapbook, into which he pastes once each week the accumulation for that week of samples of lettering clipped from magazines, newspapers, books, printed matter of all kinds.

printed matter of all kinds.

He simply clips out a caption, a line or a complete hand-lettered caption, and pastes it in the volume in its proper department.

The book is divided into sections, where lettering of certain characters, such as bold display, script, or "eccentric" can be segregated.

This astonishingly interesting book is a gold mine of suggestive ideas and, best of all, is thoroughly up to the minute.

## S. H. Ankney Joins Dayton, O., Agency

Stewart H. Ankney, who for the last six years has been advertising and sales promotion manager of the Davis Sewing Machine Company, maker of the Dayton bicycle, Davis portable electric sewing machine, and the Bluebird electric washing machine, Dayton, O., on August 1 joined The J. Horace Lytle Company, advertising agency of Dayton. Before joining the Davis organization Mr. Ankney had been educational director of the Greater Dayton Association.

*Direct-Mail Advertising*

**POSTAGE** is a practical business magazine devoted exclusively to DIRECT-MAIL-ADVERTISING AND SELLING. Tells how to reduce Selling Costs by using DIRECT-MAIL either alone or with Salesmen. Circulars, Letters, Circulars, Booklets, House Magazines, and Catalogs actually used in the selling campaigns of the largest U. S. firms. Sample copy \$1.00—1/2 dozen \$2.00.

**POSTAGE.** 18 East 18th Street, New York.

Better Printing for Less Money

**E. FANTUS CO.** 225 S. Dearborn St. CHICAGO

# ADVERTISING MAN

A client of ours, a successful manufacturing concern, is in need of a man not over 28, to handle its advertising and sales promotion work.

The man we seek must be an exceptional correspondent. But to qualify for this position, he must be able to show that he has written strong, selling copy and be versed in the mechanics of advertising production: layout, typography, photo engraving and printing.

This position offers very attractive prospects for such a man. The business is not yet too large to permit a man to learn all sides of it. The work will bring him in close association with the heads of the business—young men, who are rapidly building up a business that promises a wonderful future for those who contribute to its success.

The company which is a New York concern manufactures a popular labor-saving machine and easily ranks above its competitors.

Apply by letter only. All correspondence will be held in strict confidence. Write in detail, age, business record, approximate salary. The H. K. McCann Co., N. Y., 61 Broadway, Room 1307.

# CLARENCE COLE

## **Lettering, Designing and Layouts for Advertising**

15 WEST 39<sup>TH</sup> ST. NEW YORK.

**"GIBBONS Knows CANADA"**

## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

#### World's Fastest Selling Auto Accessory!

County distributors wanted: write today. G. L. W. Spring Oiler Co., San Diego, Cal.

**Wanted**—Young, single, energetic man with some newspaper experience to learn technical trade paper routine for permanent position. Must be part of time on road. Address Box 300, Printers' Ink.

**Stenographer** (knowledge of bookkeeping and secretarial experience) for advertising department of a monthly trade journal; permanent position; good opportunity for advancement. Full particulars, salary desired, etc., in application. Box 301, Printers' Ink.

**ADVERTISING SOLICITOR** for publication having 50,000 circulation among Apparel Merchants. Splendid prospect for man who has proven himself a top-notch advertising solicitor. Correspondence treated in strict confidence. Drawing account against commission. Box 997, P. I.

**Canadian Organization** selling to retail jewelers and opticians throughout Canada will undertake sale of one or two specialties of merit either of similar or some other line. This is an opportunity for some Canadian or United States manufacturer to market his product economically in Canada. Box 989, P. I.

### SALES-AND-ADVERTISING-MANAGER

Must be thoroughly experienced in handling national selling campaign of product retailing through haberdashers and jewelers.

Initiative, broad vision and a keenly analytical mind are desired.

To the right man, well-seasoned in merchandising, there is offered congenial, permanent connection with unlimited opportunity in an established, growing manufacturing organization. Box 994, P. I.

### Young Printing Salesman OF HIGH CHARACTER

may secure interest in a plant doing highest grade of job work, conducted by the well-known typographic artist

ALEXANDER G. HIGHTON

32 Clinton Street, Newark, N. J.

**ARTIST** by publishing and advertising concern. One who can draw men's and women's fashions. Steady employment. Good start for right man, with excellent future. Box 998, care Printers' Ink.

**Rare Opportunity** for a Cutlery Salesman. Large Eastern Hardware Jobbing House selling several high-grade lines of Cutlery is desirous of engaging the services of a wide-awake, high-grade, experienced Cutlery Salesman. Give detailed particulars to Box 993, Printers' Ink.

**PRINTING**—Young Man who thoroughly understands everything in the line of printing, paper and layouts, must be well qualified to handle all details of the Mechanical Department in an advertising and publishing house. Good opportunity for right man. Box 999, Printers' Ink.

**A Printing Executive** is wanted by a well-known corporation, as superintendent of one of the largest private printing plants in the country. Applications are desired from men not over thirty-five years of age, and only from those thoroughly trained in the industry; preferably those who have had managerial experience. The plant is equipped with automatic cylinder and job presses, Harris offset presses, the monotype system of machine composition, up-to-date composing room steel cases and racks, modern bindery machinery for handling all kinds of book, pamphlet and flat work. It is a well-organized plant with a force of 140 employees. Open shop methods are followed, and consequently we want a man who is not in any way affiliated with the unions, but a man of broad enough mind to fit into a situation where both union and non-union help is employed.

The working conditions in this plant are ideal. The work is steady the year round, although heavier at some seasons, and while the nature of the work is particularly exacting, a man with a thorough knowledge of the printing industry will find this situation as superintendent a particularly interesting one.

Applications for this position should cover your complete printing experience, as well as information concerning education and whatever personal information you care to give us in confidence. Address Box 990, Printers' Ink.

### MISCELLANEOUS

**House-organs, folders, booklets, etc.** Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

**PUBLISHERS—ATTENTION!** We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept., Box 170, Hannibal, Missouri.

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**FOR SALE**

Dexter (44x64) Reloading Feeder. Good condition. \$1000.00. Lutz & Sheinkman, Inc., 2 Duane Street, New York City.

**House Organ Copy Exclusively**, complete or part service. Write for particulars, stating what you desire. E. A. Buckmaster House Organ Service, Appleton, Wisconsin.

**Distinctive business cards, letterheads, wedding and other announcements, in engraved and embossed effects.** NON-PLATE ENGRAVING COMPANY, 114 West 56th St. Tel. Circle 3959.

**FOR SALE**

E. & W. Bronzing Machine, size sheet 34x50, good condition, \$200.00. Lutz & Sheinkman, Inc., 2 Duane Street, New York City.

**Printing Plants and Businesses**

Bought and Sold

**Printers' Outfitters**

CONNER, FENDLER & CO.  
New York City

**INCORPORATION IN ARIZONA  
COMPLETED IN ONE DAY**

Any capitalization, least cost, greatest advantages. Transact business anywhere. Laws, By-Laws and forms free. Stoddard Incorporating Co., 8-T Phoenix, Ariz.

**ADVERTISING MAN** with knowledge of retail merchandising for large organization with stores scattered over the United States. A new department offering great opportunities and many difficult problems with an old, reliable, growing organization. No replies will be considered which do not give complete information relative to training and experience. College man preferred. State age. Box 988, Printers' Ink.

**BUSINESS OPPORTUNITIES**

The Advent of the Fall Season Is Bringing Us Many Inquiries From Our Host of Old Customers, Both Domestic and Overseas. We Are Exclusive Manufacturers' Representatives and as Such Are in Close Touch with the Users and Distributors of Products of Various Manufacture. It Will Be to Your Interest to Communicate with Us—As a Medium Through Which Your Goods Will Find a Ready and Satisfactory Outlet.

J. D. RYAN

145 Greenwich Street  
New York

**POSITIONS WANTED**

Artist who has had newspaper and advertising agency experience will be in New York City beginning September 25th; would like to give half-time to one desiring such a service. Address "K.O." Box 987, care of Printers' Ink.

**OFFICE MANAGER**

Experienced in the handling of books, credits, correspondence and merchandise; formerly with large textile and apparel concerns; college and art education; with knowledge and ability to write and illustrate advertising copy; desires to connect with advertising or illustrating agency. May consider investment. Box 996, care Printers' Ink.

**WANTED—ADVERTISING STUDENT WANTS POSITION.** Thoroughly familiar, with reporting and proofreading. References on request. C. R. Sayre, Hampton, Va.

**Managing Editor**—Thoroughly experienced, energetic and a pusher. Specialized in country daily field. Young and unmarried. Best of references. Box 991, Printers' Ink.

**WOMAN ADVERTISING MANAGER AND COPY WRITER** in New York open for position August 22. Sound merchandising ideas. Box 303, care of Printers' Ink.

**Young Woman Stenographer**—Seven years' wide experience, conscientious, willing to follow out instructions carefully, desires employment with reliable house where ability is appreciated. Box 995, P. I.

**RESEARCH MAN**, trained in economics and with wide experience in organizing and conducting business and sociological investigations, is available for full or part time proposition in the East, Middle West or West. Box 984, P. I.

**EDITOR-MANAGER** for technical paper or house-organ. Several years' experience in architectural engineering. One year as circulation manager of national monthly. Two years in newspaper and fiction writing. Capable and intelligent. Salary \$2,500. Box 1000, Printers' Ink.

**MAKE-UP MAN AND PRODUCTION MANAGER** desires to connect with live publishing house. Practical experience in advertising, art engraving, electrotyping and printing. Ability to handle correspondence, make-up and details of advertising and make-up department of trade or technical publications. Now employed in above capacity, but seeking broader opportunities. Age 26, married. Address "XYZ," Box 985, care Printers' Ink.

**Advertising Man and Promoter With a Good Record of Past Performances**

I am at liberty to consider a sound proposition. Am at present in Boston, where I have complete charge of the advertising and merchandising end of a world-wide publishing society, but will make a change at once. Forceful letter-writer; well-seasoned publicity director; successful interviewer.

Address Box 986, Printers' Ink.

**SALES MANAGER**

Who has specialized in selling both dealers and consumers by mail, planning and preparation of catalogues and other sales literature—

With record showing large yearly increases in sales and many personal orders, \$500 to \$2,000 each—

Open for position where 12 years' resultful sales and advertising experience can be used to advantage. Salary \$4500-\$6000.

A. C. E., Box 302, Printers' Ink.

# Table of Contents

PRINTERS' INK, August 4, 1921

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|                                                                                                                                              |                                               |     |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-----|
| Klim Changes from Mail to Jobber Distribution.....                                                                                           | Roland Cole                                   | 1   |
| Opening the Sales Door of America.....                                                                                                       | Robert R. Updegraff                           | 17  |
| Local Advertising and Dealers' Conferences Supplement Willard Campaign                                                                       | C. M. Harrison                                | 29  |
| Can Sales Be Increased by Abolishing Exclusive Agencies?.....                                                                                |                                               | 33  |
| Nainsook Underwear Advertising Threatens Market of Knit Goods Manufacturers.....                                                             | <i>By a Knit Goods Underwear Manufacturer</i> | 41  |
| Ought the Boss to Write the Copy?.....                                                                                                       | Hobart Wiseman                                | 51  |
| Building a National Business Out of a Local Need.....                                                                                        | Edward T. Tandy                               | 61  |
| Cashing In on the Export Salesman.....                                                                                                       | Walter F. Wyman                               | 71  |
| How Manufacturer's Advertising Can Regulate the Retailer.....                                                                                |                                               | 81  |
| Is Rolled Oats Only Rolled Oats?.....                                                                                                        | G. A. Nichols                                 | 87  |
| Past History Usually Determines Trade-Mark Rights....                                                                                        | Roy W. Johnson                                | 93  |
| When Dealers Want the Credit for Making Your Goods!..                                                                                        | Donald MacLean                                | 107 |
| How Direct Advertising of Goods Can Help Catalogue.....                                                                                      |                                               | 115 |
| The "Made in U. S. A." Movement.....                                                                                                         |                                               | 118 |
| Giving the Photograph an "Art Quality".....                                                                                                  | Leonard Pease                                 | 123 |
| Stage Managing the Dealers' Displays.....                                                                                                    | Robert Bostick                                | 128 |
| Editorials .....                                                                                                                             |                                               | 148 |
| We Are Making Real Progress—When Products Are Related—<br>The Dangers of "Overloading"—"Main Street" Defended—Caruso's<br>Advertising Voice. |                                               |     |
| The Little Schoolmaster's Classroom.....                                                                                                     |                                               | 150 |

## "Paint or Paper"

We are frequently asked: "Which do you recommend, painted display or posting?" Our answer is: "We recommend an *Outdoor Advertising* campaign"—and we are always glad to submit to any advertiser or his agency a built-to-measure plan showing the most economical and resultful combination of the units of *Outdoor Advertising* best adapted to the marketing of his product.

Thos. Cusack Co.

*Outdoor Advertising—Nation Wide*

CHICAGO

Harrison & Loomis Sts.

NEW YORK

Broadway at 25<sup>th</sup> St.

Outdoor Advertising builds sound, enduring business

Aug. 4, 1941



Only 1.7%

of all advertising run in New York newspapers in the month of June appeared in the Daily News—a mere 222,458 agate lines out of the total 12,990,742 lines run in all papers. And, the Daily News was fairly tight during June and had some overflow days! This restricted volume of advertising is a result of the space limitations of the tabloid paper.

**B**UT—the 1.7% advertising in the Daily News enjoyed the largest morning circulation in New York City (*more than 400,000 copies*); more reader attention, more reader interest, longer life, larger home circulation and the lowest cost per agate line per thousand (.149c.) of all New York newspapers. It was the least expensive but most effective newspaper advertising in New York.

**T**HREE is still place for your advertising in the Daily News, but there may not be by Fall. If you would be one of our "*Fewer Accounts—More Advertised*," act at once. Specific facts await your inquiry.

512 FIFTH AVENUE, NEW YORK  
TRIBUNE BUILDING, CHICAGO

**DAILY NEWS**  
NEW YORK'S PICTURE NEWSPAPER